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January  
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# MAD

"The best things in life are free—the expensive part is paying for the dinner and movie that comes first!"  
—Alfred E. Neuman

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DICK DE BARTOLO creative consultant

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CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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COVER ARTIST: JACK DAVIS

COVER IDEA: HAROLD QWERTY

## VITAL FEATURES

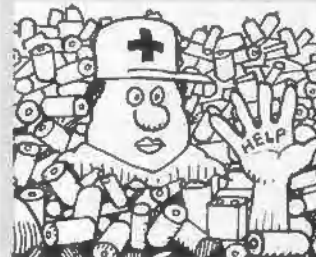
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NASTY  
FILE  
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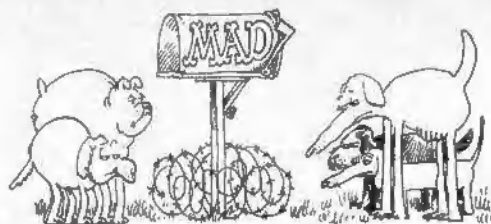


"KOOKOON"  
(A MAD MOVIE  
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MOONERS"  
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SATIRE)  
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## THE MAD COMPUTER PROGRAM

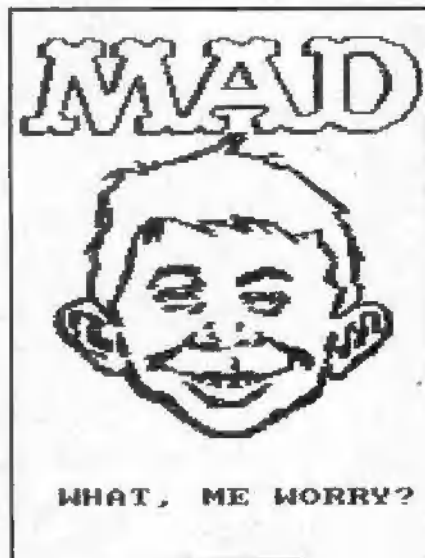
I can't believe I programmed the whole thing!!

Heather Marsh  
Harvest, AL

Enclosed is our printout of Alfred's incredibly beautiful face. It gave us hours of enjoyment to punch in the data on our IBM compatible computer at work. Unfortunately, our bosses were not as happy as we were, and therefore we are asking you to please consider us for a job at your magazine!

Marjorie Blumer  
Tina Dunlop  
Charles Billings  
Newton, MA

Sorry, but we already have enough goof-offs on our staff!—Ed.



Yes, It Does Work!



Being a nice Apple IIc computer, I would appreciate it if you could refrain from publishing any more computer programs. My user spent almost two hours typing your stupid program into me. This has made me quite ill! If you print more programs, he will continue to abuse me.

Apple IIc  
programmed by Tyler Faloan  
Mequon, WI

## MORE COMPUTER PROGRAM

After entering your program, my computer began to fizzle, crack, smoke, and spark. Then it blew up. The entire system costs \$2,000 + tax. Who do I bill?

Ben Youngdahl  
Sioux Falls, SD

All matters such as this must be handled in person at our customer service office in Backtash, South Korea!—Ed.

I'm an IBM PC user. After bribing my sister to type in all the DATA statements, I added these two lines:

95 PAINT (154,77),2  
96 PAINT (200,30),1,2

One line paints Alfred's hair, and the other paints the MAD logo green. Try it!

Francis S. Lim  
Somewhere, USA



## A "GOOFIE" LETTER

Hey, in your movie satire "The Goonies" you completely left out the character Stephanie! Not only that, but you got onto Pepsi for being in the movie so much but didn't admit that MAD was too! Way to go, guys!

Jenny Walker  
Panama City, FL

True, but unlike Pepsi, we didn't have to pay a bundle to get mentioned!—Ed.

## MAD CELEBRITY STUPORMARKET

Your article by Charlie Kadau, Joe Raiola and Bob Clarke, "MAD's Celebrity Supermarket" (MAD #258), inspired me to begin work on "The Usual Gang of Idiots Supermarket." It features such products as "William M. GAINES-burgers," "Lou SILVERSTONE Cookware," "Dave BERG's-Eye Frozen Vegetables," "Paul COKER-Cola," and of course, "Bob CLARKE Bars"!

Bernie Mendoza  
Upper Darby, PA

You forgot "Jack ALBERT-In-a-Can" tobacco!—Ed.

"MAD's Celebrity Supermarket" had 12 items or less. You barely made it into the "ecchs-press" lane!

Rod Lott  
Oklahoma City, OK

## HEY, COMMODORE USERS!

Since we published the Alfred E. Neuman program, we have learned that there are several generations of the Commodore 64, each with a different "Basic Rom." If the program isn't running on your machine, first try changing the end of line 80 from (Y2-YC) to (Y2+YC). If it still doesn't run, try convincing someone to buy you a new computer!—Ed.

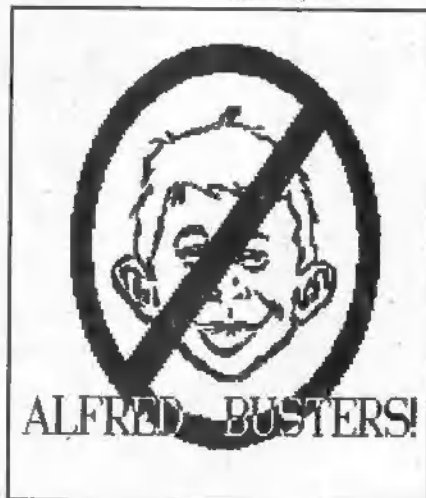


As everyone who has seen the movie "The Goonies" knows, the solution to the pirate map leading to the hidden treasure was inspired by Al Jaffee's Fold-Ins. Above, Mikey (Sean Astin) seems engrossed in MAD Super Special #12!

## COMEDY IN ERRORS

I bought issue #258 and started in on the Alfred E. Neuman picture program. For some strange reason, mine didn't turn out quite right! Take a look at my printout. I think there is a MINOR data error somewhere!

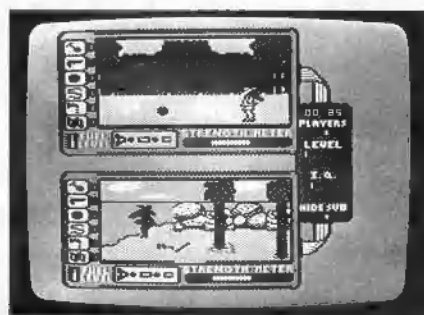
Greg Maggioncalda  
Pacifica, CA



## MORE COMPUTER SPY-JINKS

It's time to celebrate! The long-awaited sequel to the Spy Vs. Spy computer game, "Spy Vs. Spy II: The Island Capers," is finally available! It's fast moving, daring, action packed and so easy to play, even *your* readers will be able to figure it out! Any questions? Contact First Star Software, 18 E. 41st St. New York, N.Y. 10017 or call (212) 532-4666.

Richard Spitalny  
President, First Star  
New York, N.Y.



Spy Vs. Spy II: The Island Capers

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MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped horoscope!

# WHAT, YOU WORRY?

Do You Suffer From...

## SOFTSHOEAPHOBIA

... THE FEAR OF SOMEONE  
TAP DANCING AT  
YOUR WAKE!

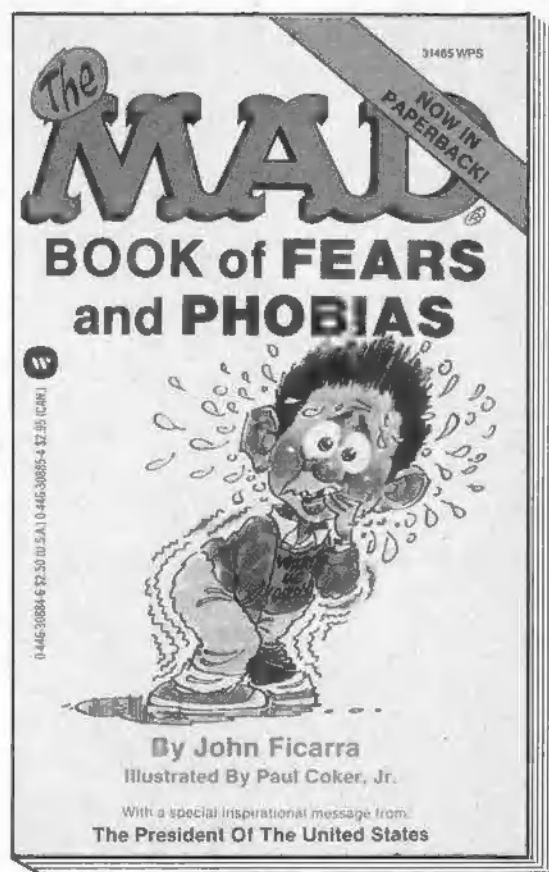
## NICKEDAPHOBIA

... THE FEAR OF YOUR  
DOCTOR DEVELOPING  
HICCUPS DURING YOUR  
HERNIA OPERATION!

OR, WORST OF ALL

## FEARAPHOBIA

... THE FEAR OF MISSING  
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ABOUT FEARS AND  
PHOBIAS!



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OF FEARS AND  
PHOBIAS

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PAPERBACK BOOKS I'VE CHECKED BELOW:

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- ☐ DAVE BERG Looks at the Neighborhood
- ☐ 6th Case Book on SPY vs. SPY
- ☐ Snappy Answers In Stupid Questions #5
- ☐ MAD's Successful Dog

- ☐ MAD Murders the Movies
- ☐ EDWIN MAD Variations
- ☐ MAD Goes to Pieces
- ☐ MAD Tell It Like It Is Book
- ☐ PORGES Cheap Shots

- ☐ Coker MAD Pet Book
- ☐ A MAD Look at the 50's
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Steven Spielberg knows how to make kids happy! He gives them what *they want most*—movies that fulfill their dreams and wishes, like *time machines*! Kids know how to make Steven Spielberg happy! They give him what *he wants most*—movie admission money that fulfills his dreams and wishes, like a *bulging bank vault*! This latest addition to his long string of smashes sure doesn't make it look too...

# BLEAK

I'm **Marquee**, a close friend of Dr. Clown here! While helping him with his various experiments, I've been blown up, burned, buried, and almost electrocuted! What **laughs**! I can't wait to find out how his latest invention—a **time machine**—is going to **mangle me**!

I'm the wild and crazy **Dr. Clown** you've just heard about **moments**—or was it **hours ago**? I'm so involved with my **time machine** that I lose track! I've amassed a **fortune** in debts, but my plan is to send the **bills** back in time before I got my **credit cards**!

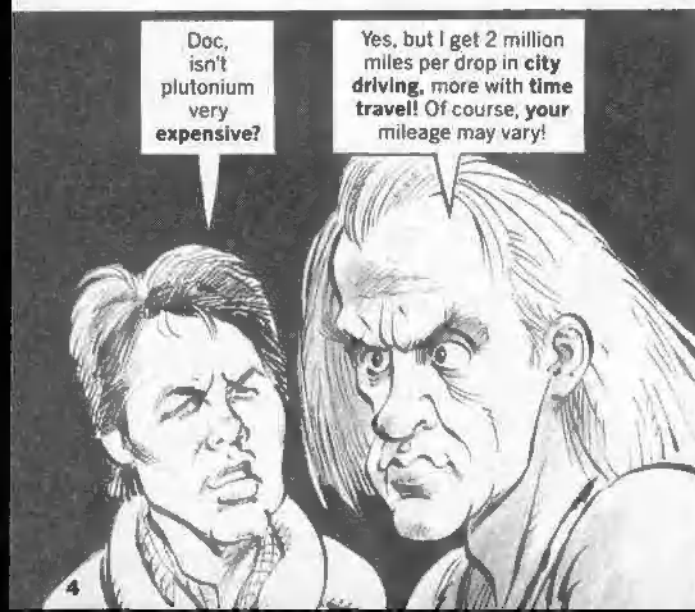
I'm **Rugstain**, Dr. Clown's dog! Unlike that idiot Marquee, I **don't** enjoy the abuse I endure because of these **nutty inventions**! Like this **robot**! Why can't Clown put dogfood in a dish like **normal people**!

I'm **Deranged**, Marquee's **mother**—and **former girlfriend**! If you think **that's** weird, imagine how it feels being worried when my son's out late on a date—with me!



Doc, isn't plutonium very expensive?

Yes, but I get 2 million miles per drop in **city driving**, more with **time travel**! Of course, your mileage may vary!



Get ready, Marquee! I'm going to send you back **30 years** into the **past**!

Aren't you going with me, Doc?

No, I've gotta stay here and feed this **parking meter** 30 years worth of dimes so we can keep this spot **empty** for your return!



# FOR THE FUTURE

I'm McShy, Marquee's father as well as a distant acquaintance! That's not so weird—lots of father and son relationships are little more than distant acquaintances!

This is it, Marquee, a machine that hits 88 MPH in 2.8 seconds! Amazing, isn't it?

Big deal! I've got a set of wheels that does four times that—my skateboard! How come you built a time machine out of a DeLorean?

Why not? John DeLorean almost did time because of this machine, so it makes perfect sense! I've sent Rugstain back in time and the experiment worked so well that I'm thinking of sending him back twice a day so I won't have to use a pooper scooper! It runs on pure plutonium...

The pooper scooper?

The time machine, I think...

JCPenney



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

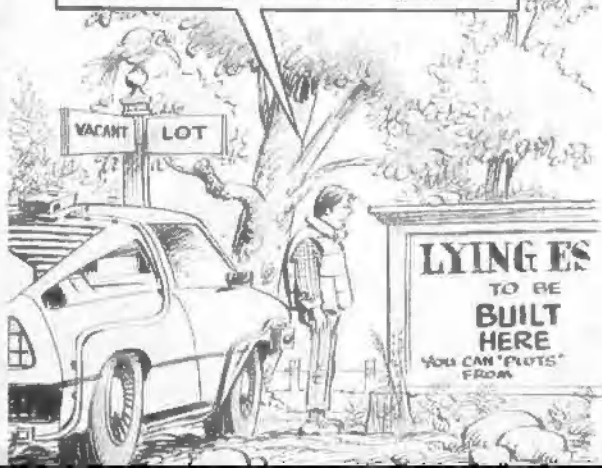
Doc Clown's time machine **does** work! Here I am on the vacant lot my parent's house will be built on in the **future**! I think I'll move those surveyor's markers a little so we'll have a **corner house** like they always wanted!

Hey, McShy, you sure are gullible! I get you every time with that corny "your shoelace is untied" routine!

Isn't it possible that my shoelaces are untied?

Idiot—you only wear loafers!

Hey, that guy must be my **future father**! He's getting **put down** by those bullies the same way he gets put down by mom!



You saved my life by pushing me out of the way and getting hit by that car yourself! You shouldn't have done it!

Ah, it was nothing!

"Nothing?" Are you kidding? What if that driver gets angry 'cause he wanted to hit me instead of you!

You're even a bigger wimp than I thought!

Please don't say that—compliments make me blush!

Hi, I'm Deranged...

I'm a bit mixed-up myself! What am I doing here in this bedroom?

My father was the driver of the car that hit you!

You mean I was badly injured?

No, Calvin, just shaken up! Most of your injuries came from trying to resist my advances!

BETTER WED THAN BED

Why do you call me Calvin?

Because your name is on your underwear—"Calvin Klein!"

I hate to think what you'd call me if I was wearing "Fruit of the Loom!"

Listen, Calvin, I'm not interested in just a "sister/brother" relationship!

How does "mother/son" sound to you? And you can stop calling me Calvin...

What should I call you?

You've changed your name?

No, I changed my underwear!

WHERE'S THE BRIEF?

DON'T WANT A GIRL, JUST LIKE THE GIRL, THAT MARRIED DEAR OLD DAD!

Doc! Doc Clown! I finally found you!

Please go away, I'm very busy! I'm working on a new formula for Coke, and unless I hurry, I won't have it ready until 1985!

It's me—Marquee! You invented a time machine and sent me back into the past—your present—from the future!

That's utter nonsense! But since utter nonsense is my life's work, I'll accept what you say!

You've got to help me get back to 1985!

Why bother? It could take us 30 years to accomplish that! It'll be 1985 without all the hard work!

But I've got a mother and a girlfriend there, and I like it that they're two different people! I've hidden the time machine! Let's get it over here so you can send me back!

DAYHOUSE 90





Okay, Doc, just slip in some plutonium and I'll be on my way!

This is 1955! I can't get plutonium! We need some other great power source! Any ideas?

If I was wearing polyester slacks, when the legs rub...



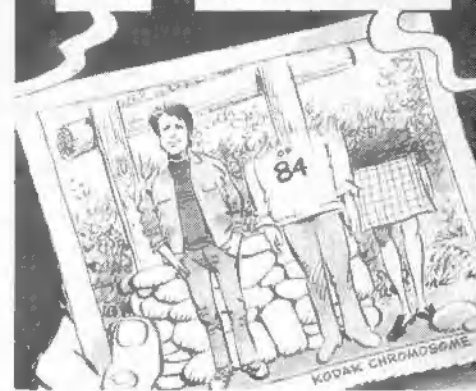
Wait! This flyer they handed out in 1985 says lightning struck the clock tower in 1955—next Saturday night!

Lightning? Yes, that kind of voltage channeled through the flicks conveyor and you'll either be back in 1985 as a young man, or here in 1955 as a French fry!



Doc, why is this photo of my sister and brother fading?

When natural passing of time is interfered with, evolution is altered! Your siblings are the result of your parents' marriage—the slightest deviation could mean that none of you will ever be born!



But Doc, if my parents never meet, never marry, and never have kids—how can I be here?

Marquee, science has an answer for everything! Unfortunately, movies do not! So if I were you, I'd take no chances and make sure your future parents meet and get started on the "natural process!"



McShy, I saved your life, now you can save mine! I want you to marry Deranged!

But she insults me! She's cold to me! She acts as if I didn't exist!

That's perfect! It's just like you're married already!



Deranged, you promised me you would do anything I asked you to!

Yes, Marquee! I'll do anything you ask me to! And the kinkier the better!

Marry McShy!



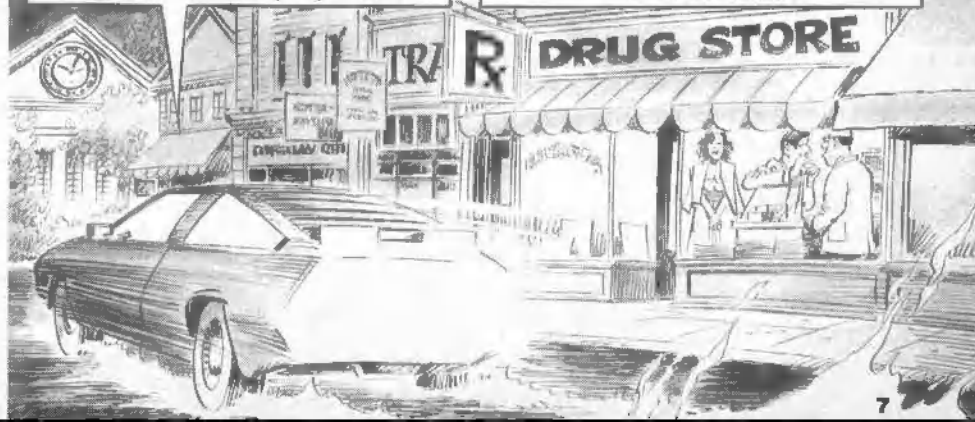
Wow! That's even kinkier than I expected! If I do marry that creep, will that make you happy?

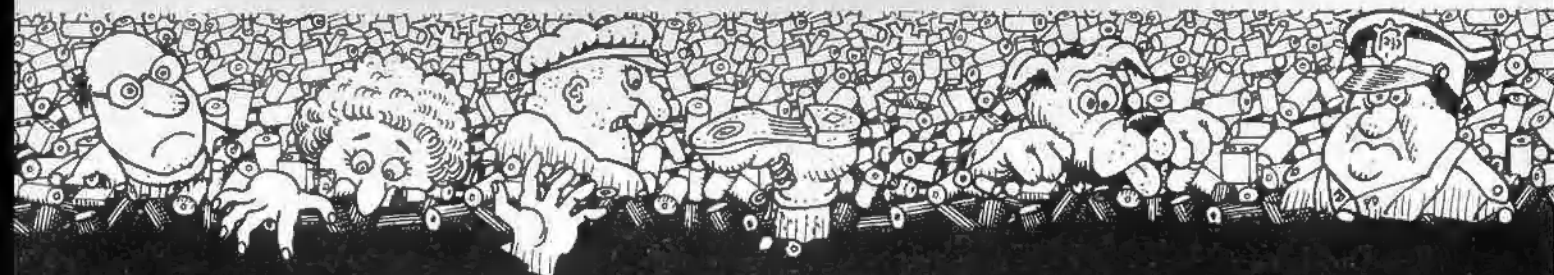
More than that—it'll make me possible!



Well, everything has been set in motion! I'm back in the time machine racing down Main Street toward the wire Dr. Clown has attached to the clock tower! I should make contact the second the lightning strikes and I'll be on my way to 1985!

And over there at the drug store McShy is walking hand in hand with Deranged! How cute! They're stopping to buy an ice cream soda! Oh, no! They're not! They're buying a birth control device! Boy, does this look bleak for the future!





### THE OL' CELL GAME DEPT.

Today's streets are filled with people carrying radios, TVs, calculators, and computers. Soon they will also be filled with something else—Dead Batteries! With that in mind, here's

# NEW USES

## Chess Pieces

KING



9 Volt Battery

QUEEN



D Battery

BISHOP



C Battery

KNIGHT



AA Battery

ROOK

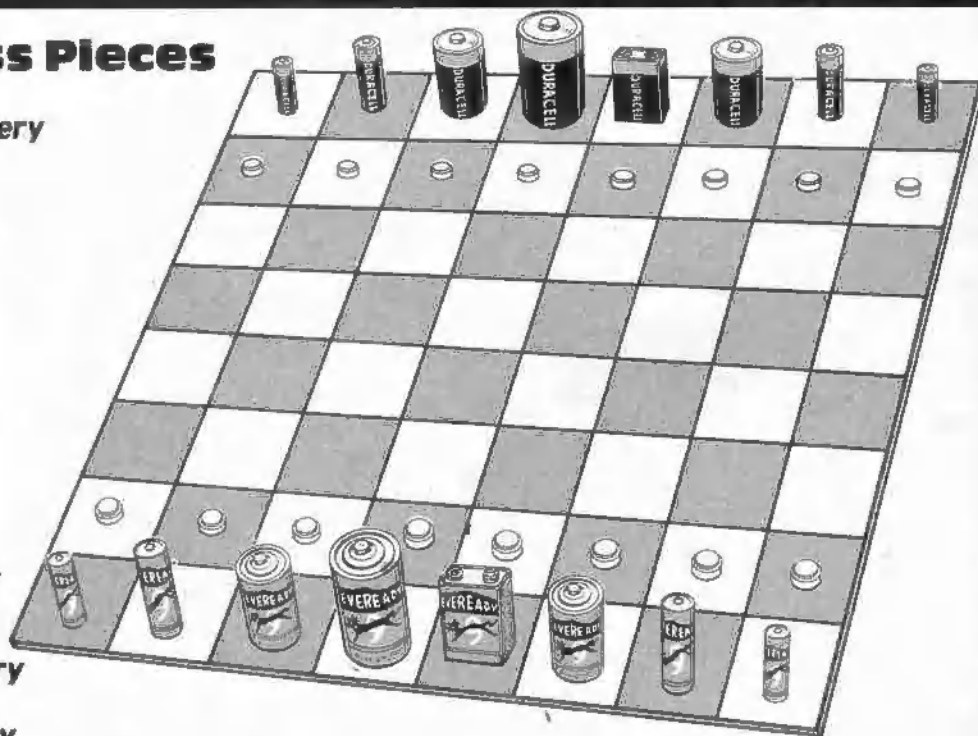


AAA Battery

PAWN



Disc Battery

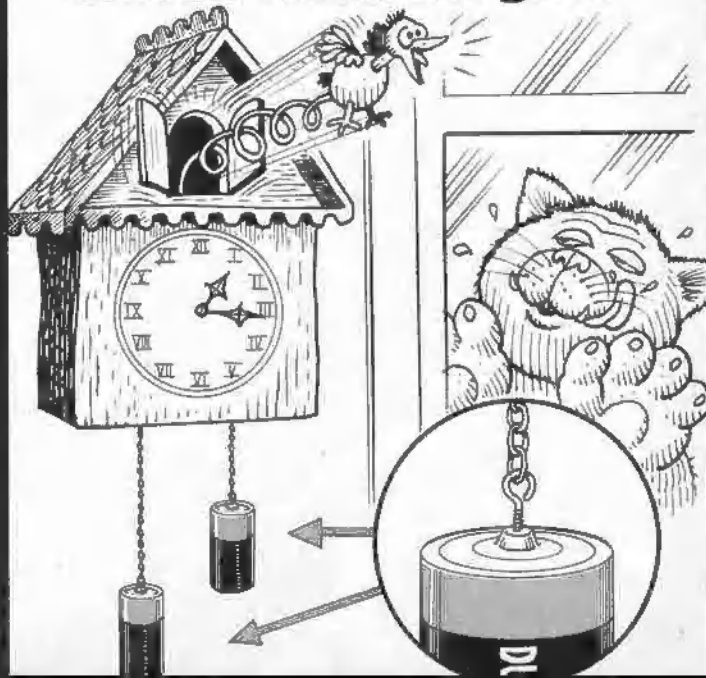


ARTIST & WRITER: AL JAFFEE

## Ear Plugs



## Cuckoo Clock Weights







A black and white line drawing of a woman's face and upper torso. She has her eyes closed and a gentle smile. Her hair is styled with several large, cylindrical rollers or curlers. She is wearing a necklace made of small, round beads and a dress with a floral pattern. The background is filled with a dense, cross-hatched texture.



© affe

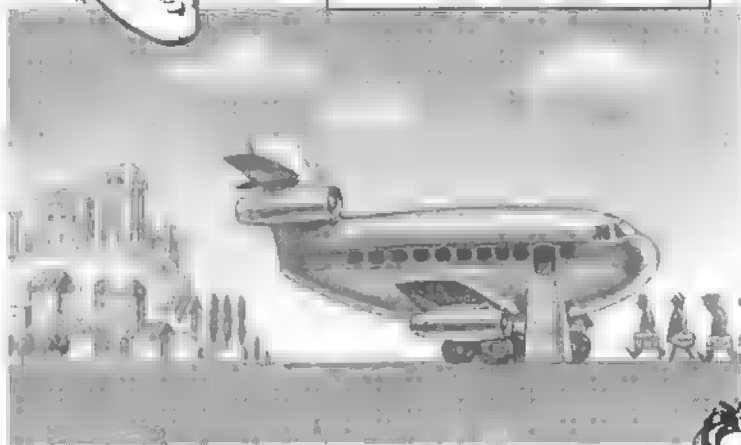
**FREY THE UNFRIENDLY SKIES DEPT.**

During the last hijacking of a jetliner, it was said that the airlines weren't selling tickets—they were selling chances. Which leads us to this issue's song parody—

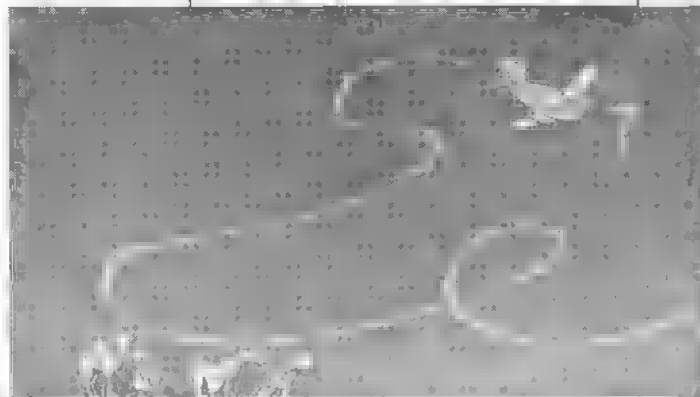
# TRAVELE



*You're travelin' through Europe,  
And you're far away from home;  
You board a jet in Athens  
And your destination's Rome;*



*But then you hear the pilot  
Once the plane is in the air—  
Your flight has just been hijacked  
And you're headin' Lord knows where!*



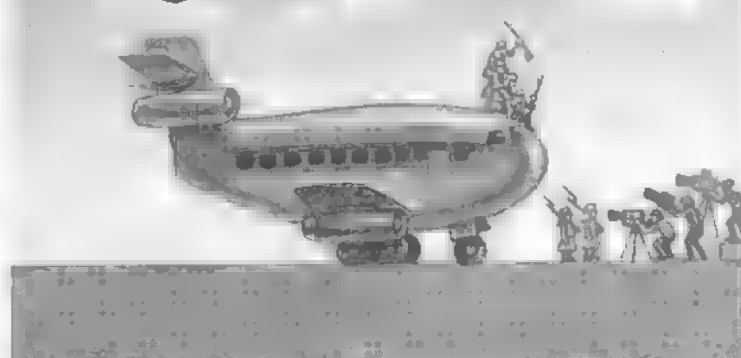
*They fly you first to Baghdad,  
Then to Libya and Algiers,  
And to sev'ral other places  
That you've tried to miss for years;*



*You're sure that you'll be rescued  
By the mighty U.S.A.;  
The President's a fighter—  
Well, at least he talks that way;*



*Back home you're gettin' famous  
And your name's a household word;  
The terrorists do better—  
Ev'ry day they're seen and heard;*



*They yak it up on "Nightline"  
While they put your life on hold;  
They deal with "Time" and "Newsweek"  
Makin' sure their story's told;*





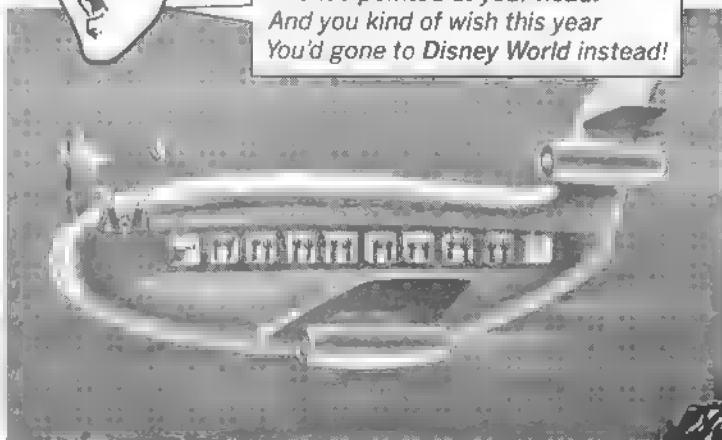
# R'S BLUES



(Sung to the tune of Glenn Frey's "Smuggler's Blues")



The terrorists take over,  
And you're sure you'll soon be dead;  
One's got a submachine gun,  
And it's pointed at your head!  
And you kind of wish this year  
You'd gone to Disney World instead!



The plane is like an oven  
And your clothes stick like Saran;  
There's talk the Ayatollah  
Hopes they'll dump you in Iran;  
What's worse, you haven't showered  
And you just ran out of Ban!



You're glad you haven't eaten,  
'Cause your lunch you'd surely lose;  
It's the nature of the business—  
It's the TRAV-ELER'S BLUES!

TRAV-ELER'S BLUES!



They don't care much for Christians  
And they're hardly fond of Jews;  
It's the terror of the '80s—  
It's the TRAV-ELER'S BLUES!

TRAV-ELER'S BLUES!

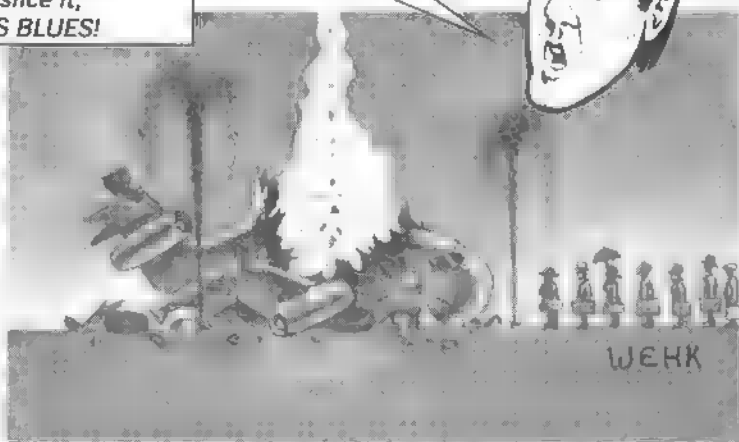


They grab the biggest headlines  
While they terrorize the skies,  
Manipulate the networks  
While another hostage dies;  
There's talk they'll sell a sit-com,  
"Crazy Omar and His Guys!"



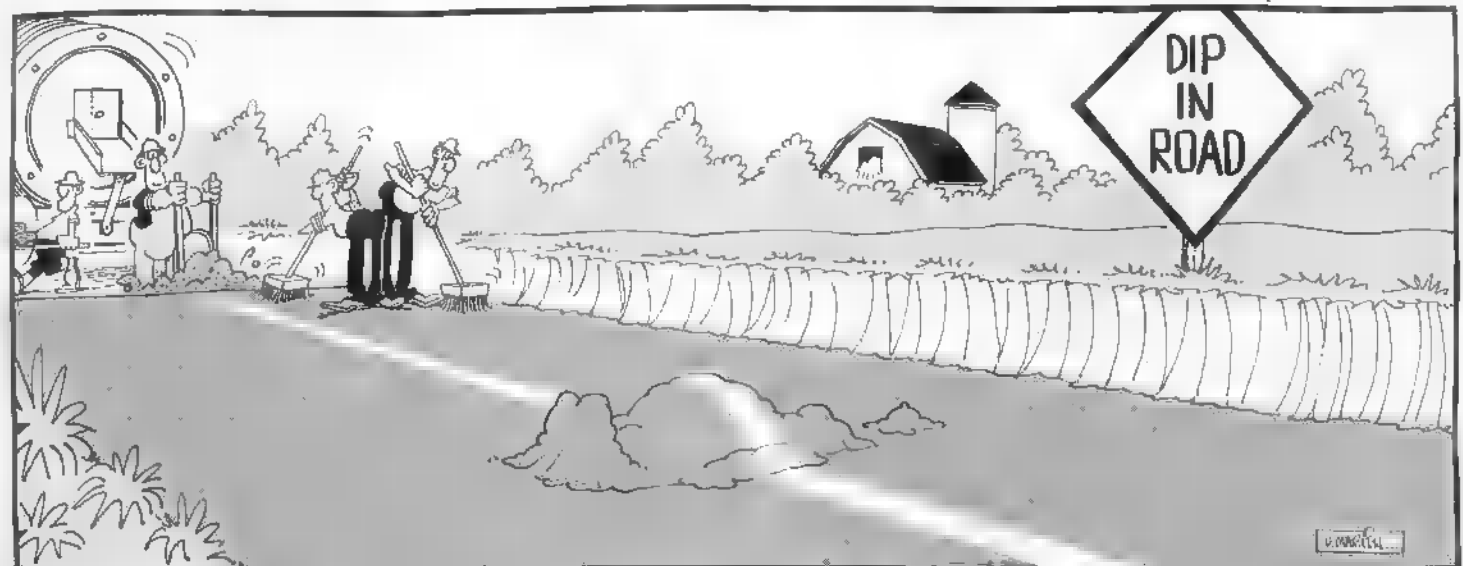
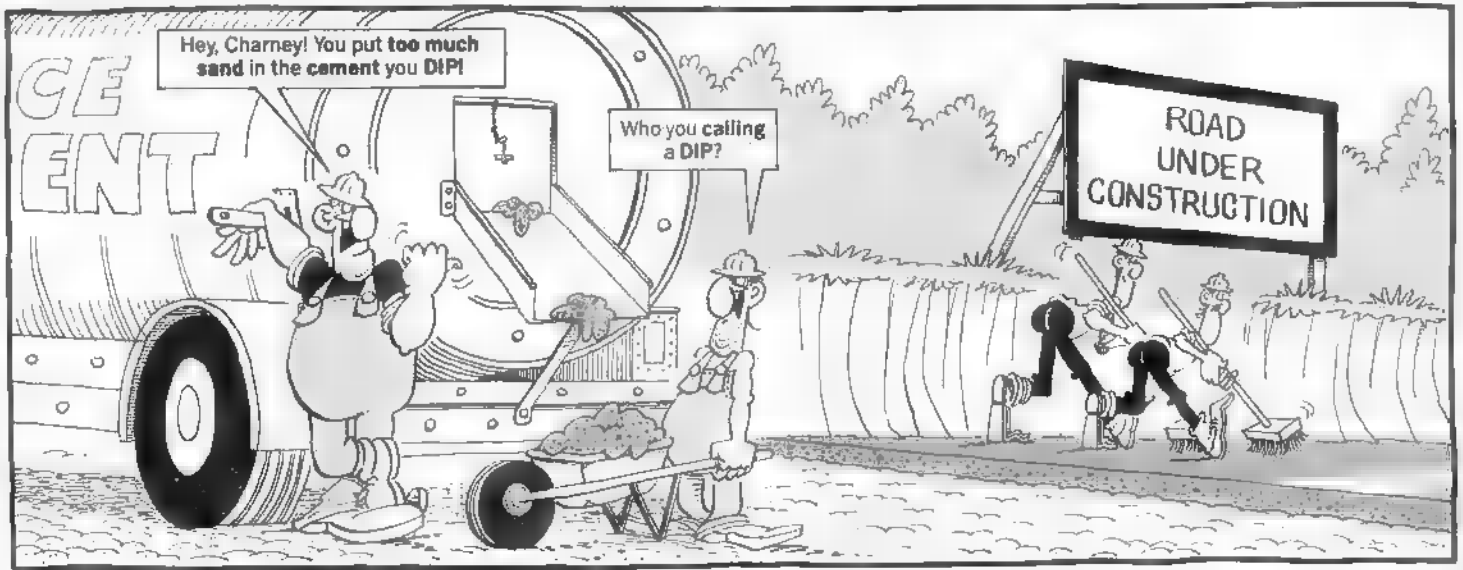
Once more we're played for suckers  
While they make the Nightly News;  
No matter how you slice it,  
It's the TRAV-ELER'S BLUES!

TRAV-ELER'S BLUES!



WEHK

# ONE NOT SO FINE DAY IN THE LIFE OF ARTIE CHARNEY





Okay, we admit it! The following pages of this magazine are mean, vicious, cruel, offensive, spiteful, malicious, vindictive and generally unflattering. You may ask (and then again, you may not!) why folks as classy as we are at MAD would stoop so low and print such distasteful garbage. The answer? Our readers enjoy it! So, as long as that's the case, we'll continue to vent our collective spleen (while scraping the bottom of the barrel!) and provide you with...

# the MAD NASTY FILE



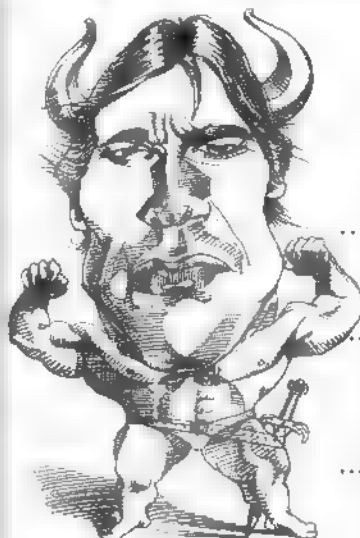
**EDDIE MURPHY**



- ...portrays Gay characters so realistically that it makes you wonder.
- ...takes pride in being a Hollywood star at 23, not realizing that Shirley Temple had completed her whole career by that age.
- ...has steadfastly refused to portray stereotype blacks—unless he gets a piece of the gross profits.

WRITER: TOM KOCH

**ARNOLD SCHWARZENEGGER**



- ...is an inspiration to every muscle-bound kid with no acting talent who dreams of becoming a movie star.
- ...might have become a bigger matinee idol if he'd taken a fictitious name that was more romantic—like Lance Schwarzenegger.
- ...gives each role he plays the depth of the paper they're typed on.

ARTIST: GERRY GERSTEN

**TRIVIAL PURSUIT**



- ...lets you spend an enjoyable evening showing a whole roomful of people just how dumb you really are.
- ...is popular with those who can name the capital of Iceland, but can't work it into normal conversations.
- ...reveals the awful truth that 50-million Americans find trivia worth pursuing.

**TOM SELLECK**



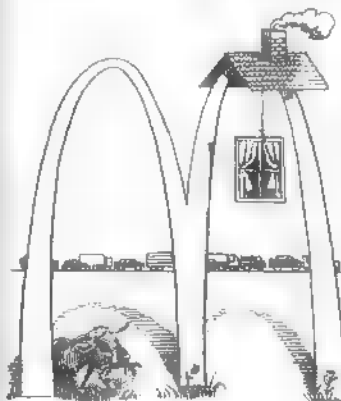
- ...is trying to become another Burt Reynolds without realizing that even one of them is one too many.
- ...serves as an inspiration to other "hunks" who are also unqualified to hold down a real job.
- ...is the only Hollywood star other than Telly Savalas who can engage in a brutal fistfight without getting his hair mussed.

## WOODY ALLEN



- ...keeps his unique hair style by neglecting to replace the comb he lost in 1962.
- ...claims he is a typical New Yorker—which should worry the daylights out of other New Yorkers.
- ...pioneered the field of being a wimp long before wimps were called wimps.

## MCDONALD'S



- ...is noted for Chicken McNuggets, Eggs McMuffin and Parking Lot McLitter.
- ...has sold 50-billion hamburgers, for which almost a dozen head of cattle laid down their lives.
- ...offers all the ambience of eating at home—assuming your home is a crowded bus.

## MARY LOU RETTON



- ...likes to date men who are taller than she is, thereby eliminating only Emmanuel Lewis and Prince William.
- ...has a set of three gleaming Olympic medals, and a set of at least 65 gleaming white teeth.
- ...is following in the footsteps of Nadia Comaneci and Olga Korbut, both of whom are now washed-up has-beens.

## BOB GUCCIONE



- ...is a patriotic hero who has defended our Constitutional right to see pictures of Miss America with her clothes off.
- ...enrages feminists—and also Larry Flynt, who used to reign unchallenged as the World's Number One Sleazebag.
- ...proved to be just what Hugh Hefner needed to make himself look respectable.

## PHIL DONAHUE



- ...will be a top entertainer for as long as his studio audience can keep providing the entertainment.
- ...has his hair done by the same stylist who beautified Pete Rose, Prince Valiant and Lassie.
- ...has tackled every social problem of our time except one: how to rid television of Phil Donahue.

## BENNY HILL



- ...has devoted his life to disproving the old belief that Britishers have more class than Americans.
- ...would be thrown off the air if the U.S. censors could understand dirty jokes when they're told in a Cockney accent.
- ...retains the face of an innocent child while the rest of him has become a dirty old man.



## BOY GEORGE



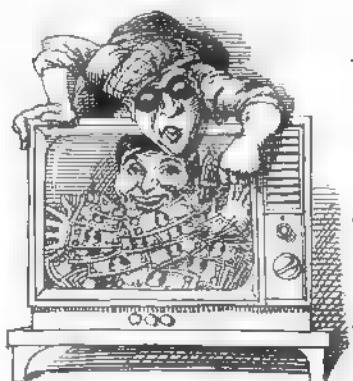
- ...seldom goes out in public because they won't let him use either restroom.
- ...offers proof of the lasting success that Tiny Tim could have enjoyed if he'd had a more creative tailor.
- ...will get a seat in a lifeboat no matter if it's women, children or men first.

## AEROBIC EXERCISE



- ...may not prevent heart attack, but will assure you of being rushed to the hospital in a cute outfit.
- ...differs from calisthenics in only one way: it's popular with those who used to hate it when it was called calisthenics.
- ...lets housewives burn off the energy they used to waste ironing shirts and cooking dinner.

## STATE LOTTERIES



- ...encourage big winners to appear on TV so every armed robber in the country will know what they look like and where they live.
- ...provide a convenient place to put the money that you might otherwise waste on food and rent.
- ...give you the same run for your money as a race horse that drops dead in the starting gate.

## STEVEN SPIELBERG



- ...has used his creative genius to give ten-million little kids a lifetime fear of small, cuddly animals.
- ...made the only World War II movie—1941—that actually cost more than the real war.
- ...wants to see how the baby he produced with actress Amy Irving comes out before he lends his name to it.

## DIANE SAWYER



- ...is the cutest reporter in the CBS News Department—with the possible exception of Andy Rooney.
- ...is considered very intelligent by the same Washington experts who once considered Walter Mondale very popular.
- ...is really Mike Wallace disguised in a wig and dress to catch interview subjects off guard.

## JULIO IGLESIAS



- ...is known as the Frank Sinatra of Spain, which is sort of like being the Steve Garvey of Tibet.
- ...sings lyrics in Spanish so his American audiences won't know that he's forgotten the words.
- ...ranks third in popularity in Latino neighborhoods, right behind Fernando Valenzuela and '63 Chevies.

## WHEELS

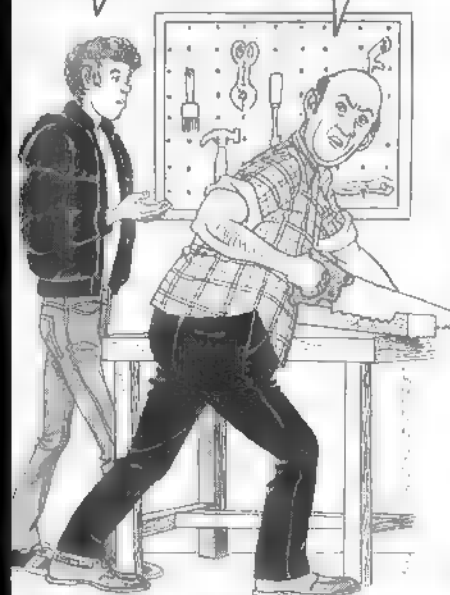
Dad, I've got a date tonight! Can I please have the car?

Why do you always have to take the car when you go out on a date?

Well, first I go to the drive-in bank for some cash... then I have to pick up my date...

...then we drive to Wally's Cafe for some burgers... then it's the drive-in movie...

...if I ever got out of the car I wouldn't know what to do!



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## DINNER

Let me tell you, I haven't been out of the kitchen all day! This meal is going into the record books!

What time's your boss coming?

He's not! He had to cancel out this morning!

This morning? Why didn't you call me immediately? I wouldn't have killed myself!

That's why I didn't call you! I was in the mood for a "record book" dinner!



# DREAMS

My husband's going to be rich, well-educated, handsome, kind, considerate, witty, generous...

...supportive, sensitive, sophisticated, creative, cultured, spontaneous, warm, brave, clean, and reverent!

Gee, how many times do you plan to get married?



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## THE TELEPHONE

Hi, honey, it's me...

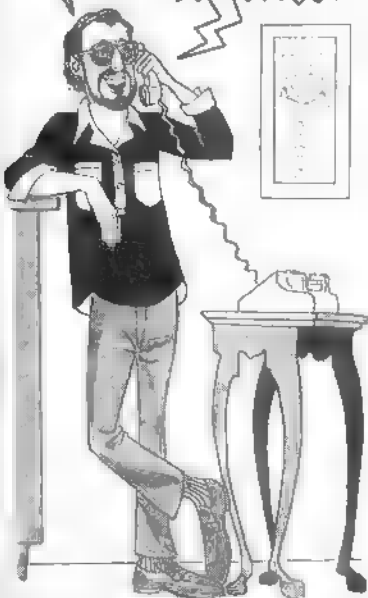
Nick! Dr. Case said there's no doubt—I am pregnant!

Did I hear right? She said, "Nick, Dr. Case said there's no doubt—I am pregnant!"

YAHOO! ZAPPA-ROO!

Hey! What's all the shouting about, Bob?

That's gotta be the best wrong number I ever had!





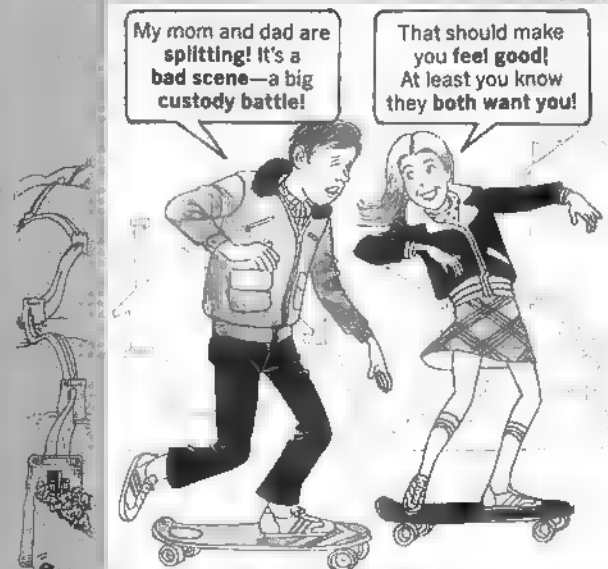
## PAYING ATTENTION



## EMPLOYMENT



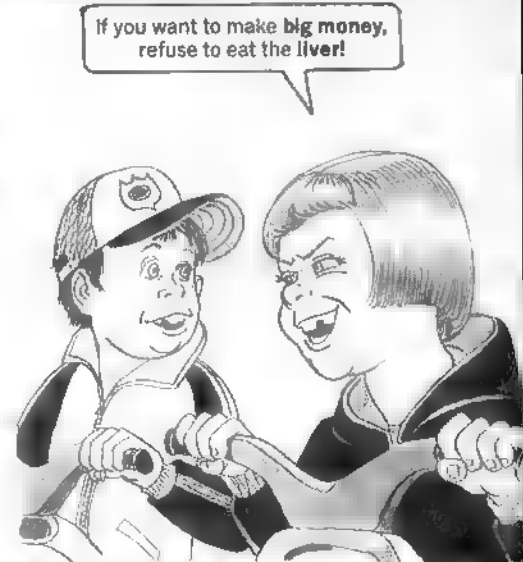
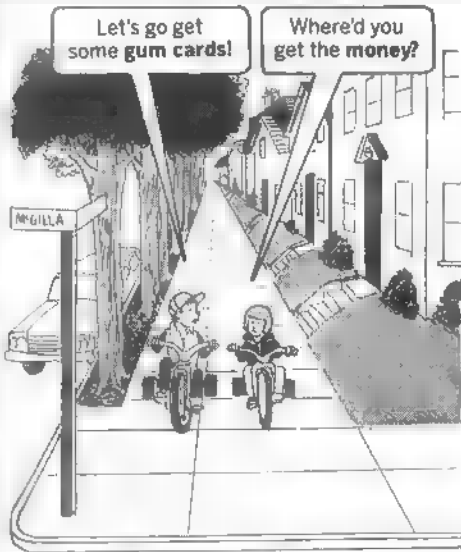
## DIVORCE



## POKER



# HIGH FINANCE



# MAIL



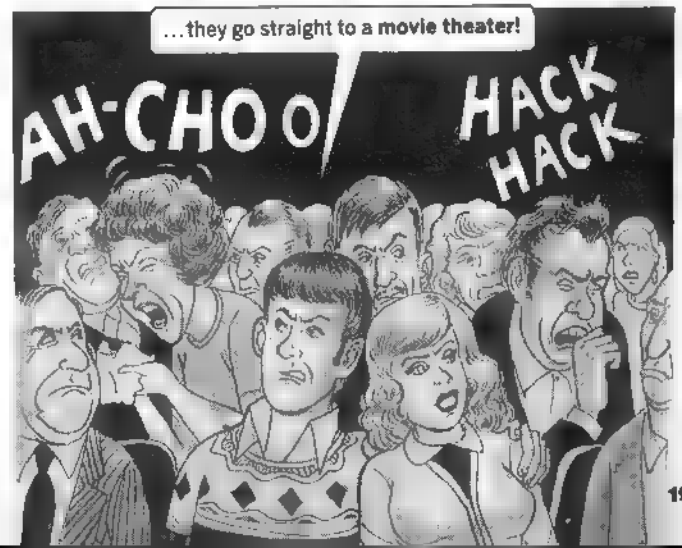
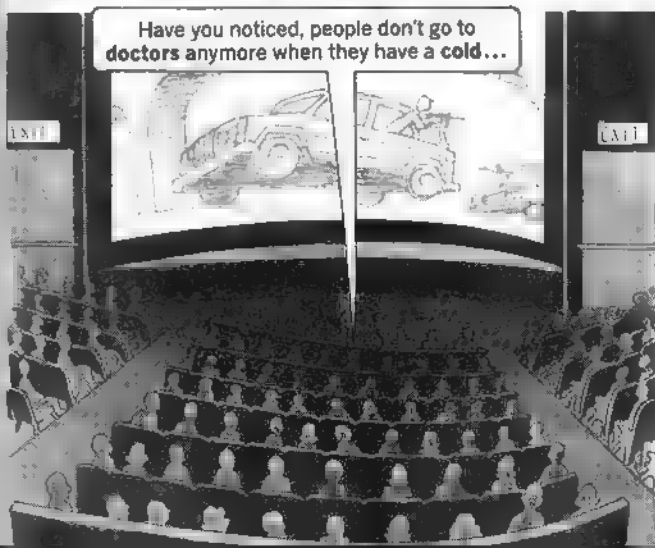
Andrew Moger, during your extended illness at home, I gave you an assignment to write a paper on how the United States Mail Service operates! Where is it?



I mailed it to you a week ago!



# COLDS



## PARENTAL APPROVAL



## DECISIONS

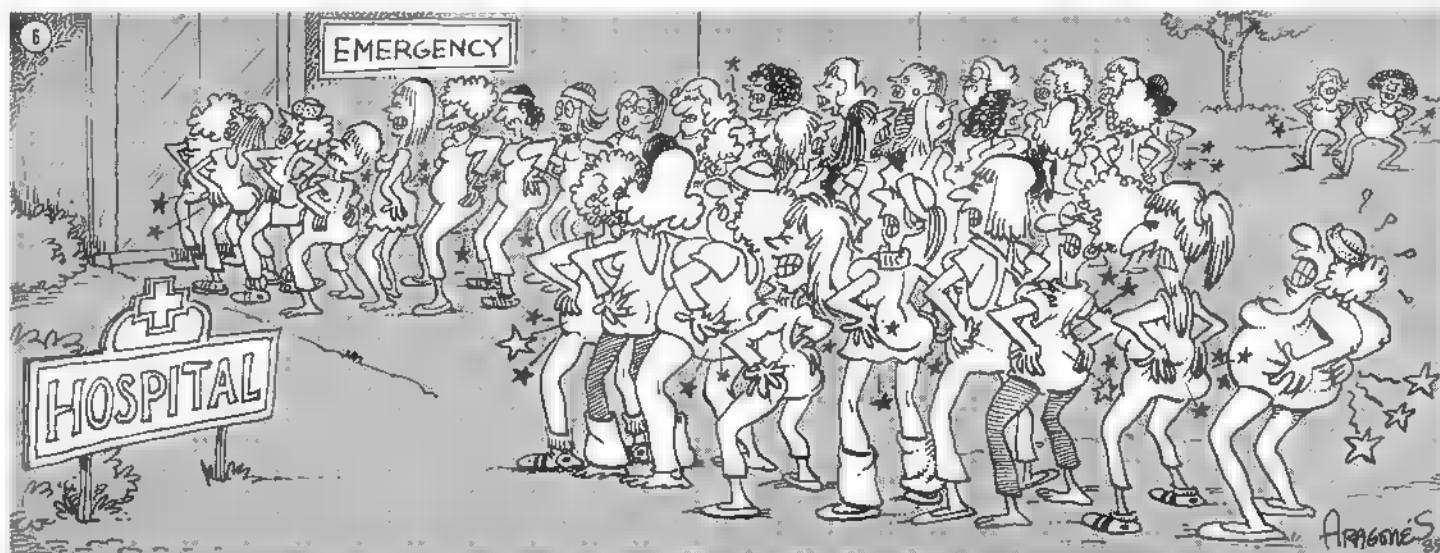
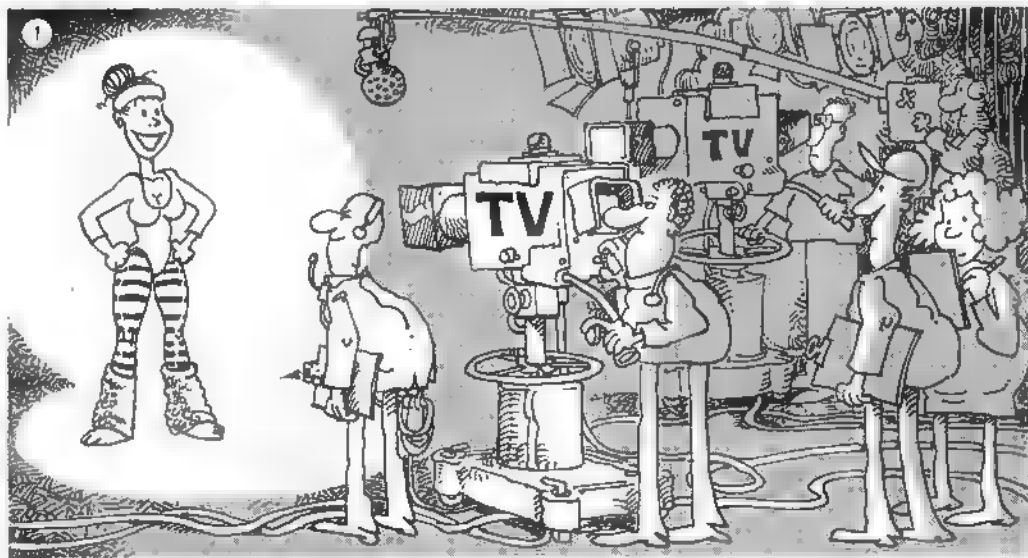


## HANG UPS





# FLOPPY DISK



DICK DePT.

OK, we have truth in  
advertising, so now  
how about some...

# TRUTH IN

**COP**

HIDING BEHIND  
BILLBOARD AHEAD



*Burma  
Shave*



DO  
NOT  
ENTER

THIS TOWN  
ONLY LOOKS QUIANT  
WE LOVE TO  
TICKET TOURISTS

MISLEADING  
SIGNS  
AHEAD

NO LEFT  
TURN

RIP-OFF  
TOURIST  
ATTRACTION  
5  
MILES

YOUR TAX DOLLARS AT WORK  
NEXT TEN MILES OF HIGHWAY  
COST \$220,000

(INCLUDING \$55,000 GRAFT  
AND CORRUPTION)

BIG  
TRAFFIC  
BOTTLENECK  
12.5  
MILES  
AHEAD

ALBANY	150*
KINGSTON	70*
HIGH FALLS	85*
DOBBS FERRY	37*

\*THESE ARE ALL GUESSES  
ACTUAL MILEAGE MAY VARY



# ROAD SIGNS

ARTIST: BOB CLARKE  
WRITER: DICK DE BARTOLO







Malice, I'm home. What time is dinner and your first fat joke?

Dinner'll be ready in a half-hour. The fat joke just walked in the door!

My boss is coming for dinner and you're making peanut butter sandwiches???

Look again, Tubby the Tiger. It's peanut butter **AND** jelly!

Well, that's **better**, but do you think you could make it even more **elegant**? Maybe add some **lettuce**? My boss has to be super pleased because I want him to join me in a new **big venture**!

It better be a **BIG** venture or there won't be room for the two of you!



Rough, a candle-lit dinner! And something **smells** so good! Is it **liver and onions**? Roast **pork**? Oriental food?

It's all of those! I wore this T-shirt in the **sewer** today! I'll go change it.

Let me tell you my idea. It's for **T.V.**

**T.V.?** I can't imagine anything you'd know less about!

Oh, I do! How about **s-e-x**? I have to spell it because we're not allowed to say it, let alone **do** in this house!

Ebb's the same way. I don't worry about him having **extra-marital** sex, but it would be great if once we had some **marital** sex!



We're Fret and Edsel Nertz. We're their next door neighbors and... whoops... **WRONG SHOW!** This isn't "I Love Loosely!"

Boy, after 10,000 reruns, you start to forget where you are!

I'm Ebb Nauseous and this is my wife, Topsy. We're the Crampdin's neighbors. Rough is always trying to sucker me into his lame-brain ventures. Boy, am I lucky to have such a good friend like that!

No matter how badly Rough treats Ebb, Ebb considers him a close friend. But when you work in the sewer, having **ANYONE** close is an accomplishment!

HOW'M I DOIN'?

SAM VIVIANO

# my mooners

**CRASH!**

WRITER: LARRY SIEGEL

ARTIST: SAM VIVIANO

One of these days, Malice! **POW!** Right in the—Right in the—I can't do it. Who'd believe that anybody could use that same boring line night after night after...

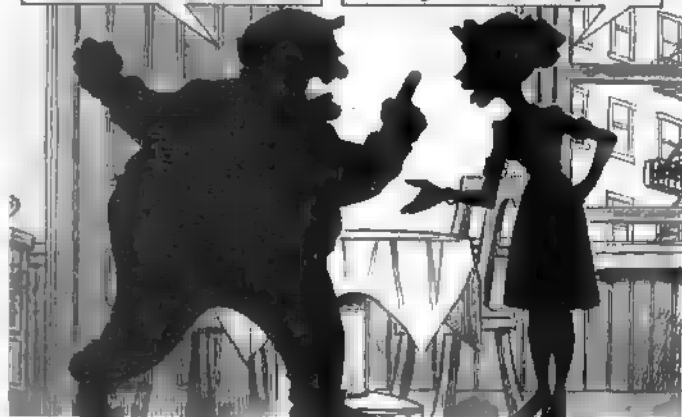
The same Idiots who'd believe that a classy, good-looking woman like me would marry a loser like you and live in this dump when I'm capable of earning 10 times what you do!

Nauseous! What are you doing here!?

My flights went out.

Well, please go out with them! My boss is coming over and I don't want him to see you in your filthy clothes and unshaven face!

Always thinking of me, Rough! You don't want me to be embarrassed. God, what a pall!



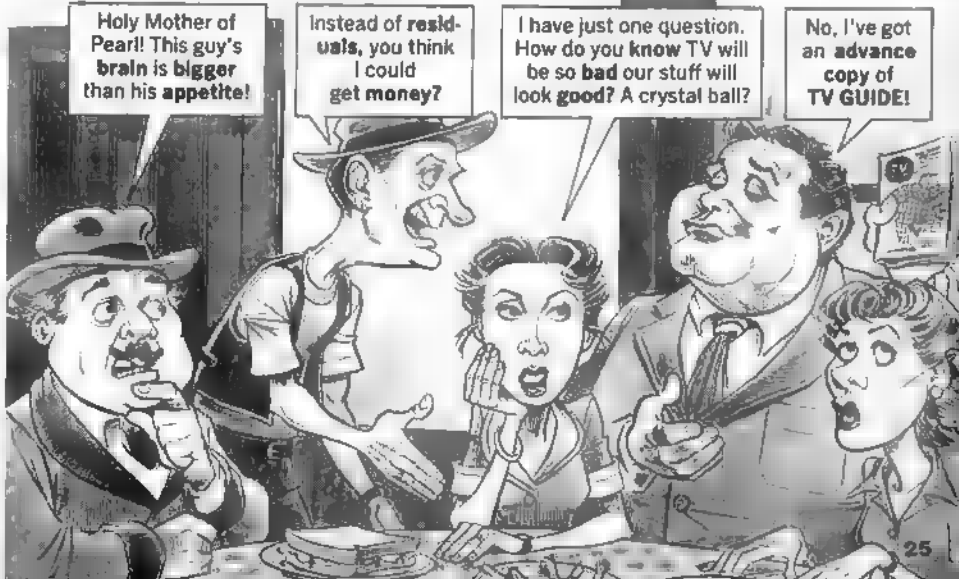
Go ahead, make your wisecracks! I'll go into this myself! My idea is to put all these **Crummymooner** episodes into a vault. Then, 25 or 30 years from now, when TV is a vast wasteland and nostalgia and trivia are all the craze, we'll re-release them and collect millions in residuals!

Holy Mother of Pearl! This guy's brain is bigger than his appetite!

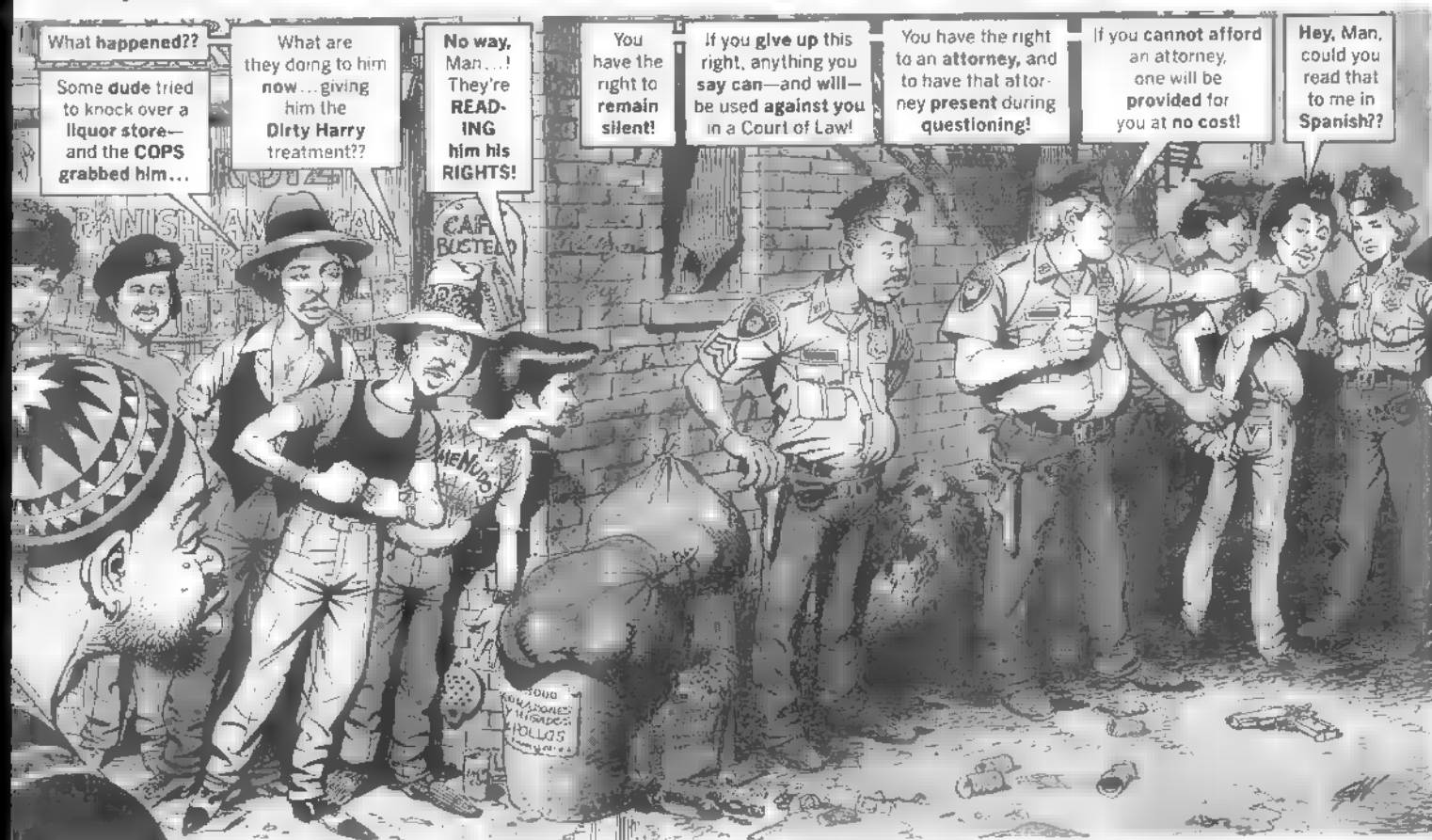
Instead of residuals, you think I could get money?

I have just one question. How do you know TV will be so bad our stuff will look good? A crystal ball?

No, I've got an advance copy of TV GUIDE!



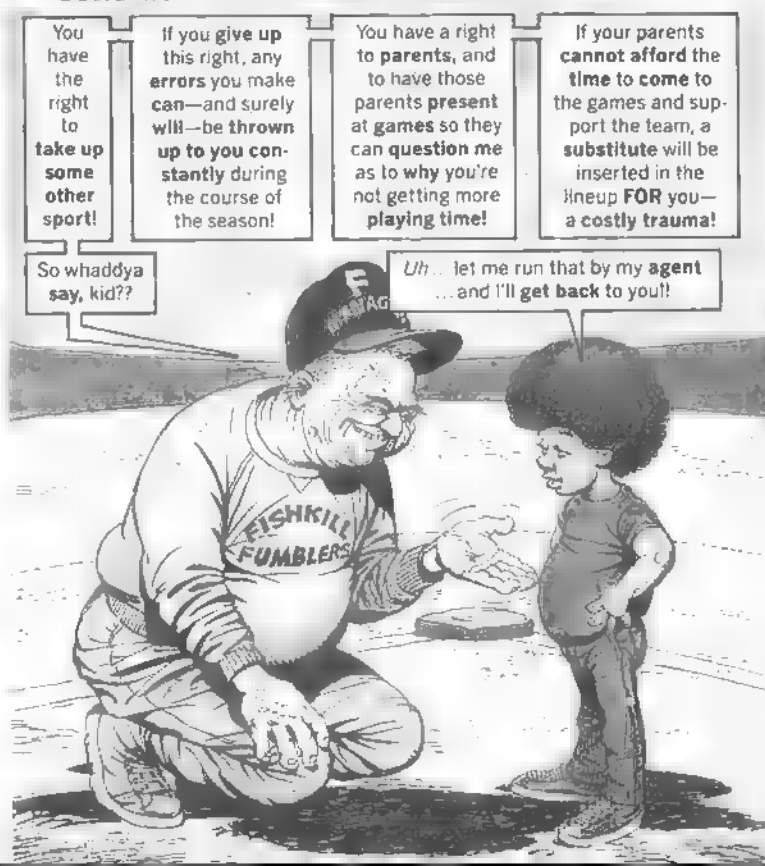
Today, whenever someone commits a crime and is caught by the Police, the scene goes something like this:



## FOR THE VICTIM OF A LOUSY RESTAURANT



## FOR THE VICTIM OF A GUNG-HO LITTLE LEAGUE MANAGER





All that stuff the Cop is reading is the result of *The Miranda Decision* which guarantees that criminals be advised of their rights. Which is all well and good! But what about their victims? Aren't they entitled to their rights, too? MAD feels that if petty thieves, crooks and murderers are entitled to have their rights read to them, so do us poor slob! Which is why we propose that they immediately enact...

# A "MIRANDA LAW" FOR EVERYDAY VICTIMS

ARTIST: GEORGE WOODBRIDGE WRITER: LOU SILVERSTONE



## FOR THE VICTIM OF A BLIND DATE

You have a right to remain home under the guise of forgetting that you had to wash your hair tonight...

If you give up this right, anything I say during the course of the evening can—and will be—boring, nerdy and of no interest to you!

You have a right to kill your Aunt for fixing us up, and to have other relatives present when you do... so they'll never get any other ideas about matchmaking in the future!

If you cannot afford to split the bill tonight, forget it... because there's no way I'm gonna spring for the cost of this fiasco...!!

How about it? Knowing all this, you still wanna go out with me?

You have the right to know I have HERPES!!



## FOR THE VICTIM OF A SLOW CHECK-OUT CLERK

You have the right to shop at a Mom & Pop store!

If you give up this right, the groceries you select can—and will—take forever to be charged up, checked out, bagged and paid for!

You have the right to limit your purchases to ten items or less and to present these items at the Express Check-out, WHEN it is operating!

If you decide to pay for the items you've purchased by check, a punch in the mouth may be provided by the guy behind you at no extra cost!!

Next, please!

Uh... no thanks! Just browsing!



## FOR THE VICTIM OF A DISHONEST MECHANIC

You have a right to pull out of this clip joint, and try to fix your car yourself!

If you give up this right, any parts of your car we have in stock can—and will—be replaced... whether they need to be, or not!

You have a right to a free estimate—and to have that estimate present when we present our real final bill! Our boys just love a good laugh!!

If you cannot afford these repairs, additional work will be done on YOUR body... at no extra cost

Uh... thanks, but all I came in for was directions on how to get to Bayonnell

Just roll down your window... and follow the stench!



## FOR THE VICTIM OF AN UNCARING DOG OWNER

You have the right to stay indoors and not to try jogging, or even walking!

If you give up this right, anything you step in can—and will—be yecchy, stik to your shoes... and stink like hell!!

You have a right to try an alternate route, and to have a Pooper Scooper with you during your stroll or workout!

If you cannot afford a new pair of shoes after you step into what my dog drops... tough!!

Why don't you try cleaning it up?!!

Are you crazy?!? That stuff is... choke... disgusting!!



## FOR THE VICTIM OF A CROOKED POLITICIAN

You can ignore this election and not vote at all!

If you give up this right and vote for me, anything I do during my term of office can—and probably will—be in the interest of those who contributed to my campaign, ...not in yours!

You have the right to attempt to bribe me and to have that bribe deposited in my secret slush fund!

If you cannot afford to bribe me, there are plenty of other Special Interest Groups who will!

So... can I count on your important vote?

NO... you can count on my total apathy!



## FOR THE VICTIM OF A TICKET SCALPER

You have the right to stay home instead... and listen to the Group's records!!

If you give up this right, any tickets you may try to buy from me can—and will be at the highest prices ever paid... for the worst seats!

You have a right to a tourniquet (for nose bleeds) and to have a pair of field glasses present during the concert... so the performers don't look like ants!

If you cannot afford my price, the world will provide me with another sucker who will buy these tickets at possibly a higher cost!!

Let's just forget it and go home!!

I can let you have two seats on your front porch—cheap!!



WHERE THE WILD THINGS STAR DEPT.

# HORRIFYING SHOW-BIZ CLICHÉS



Scalping A TICKET



Inflating The GROSSES



Reviving An OLD STANDARD



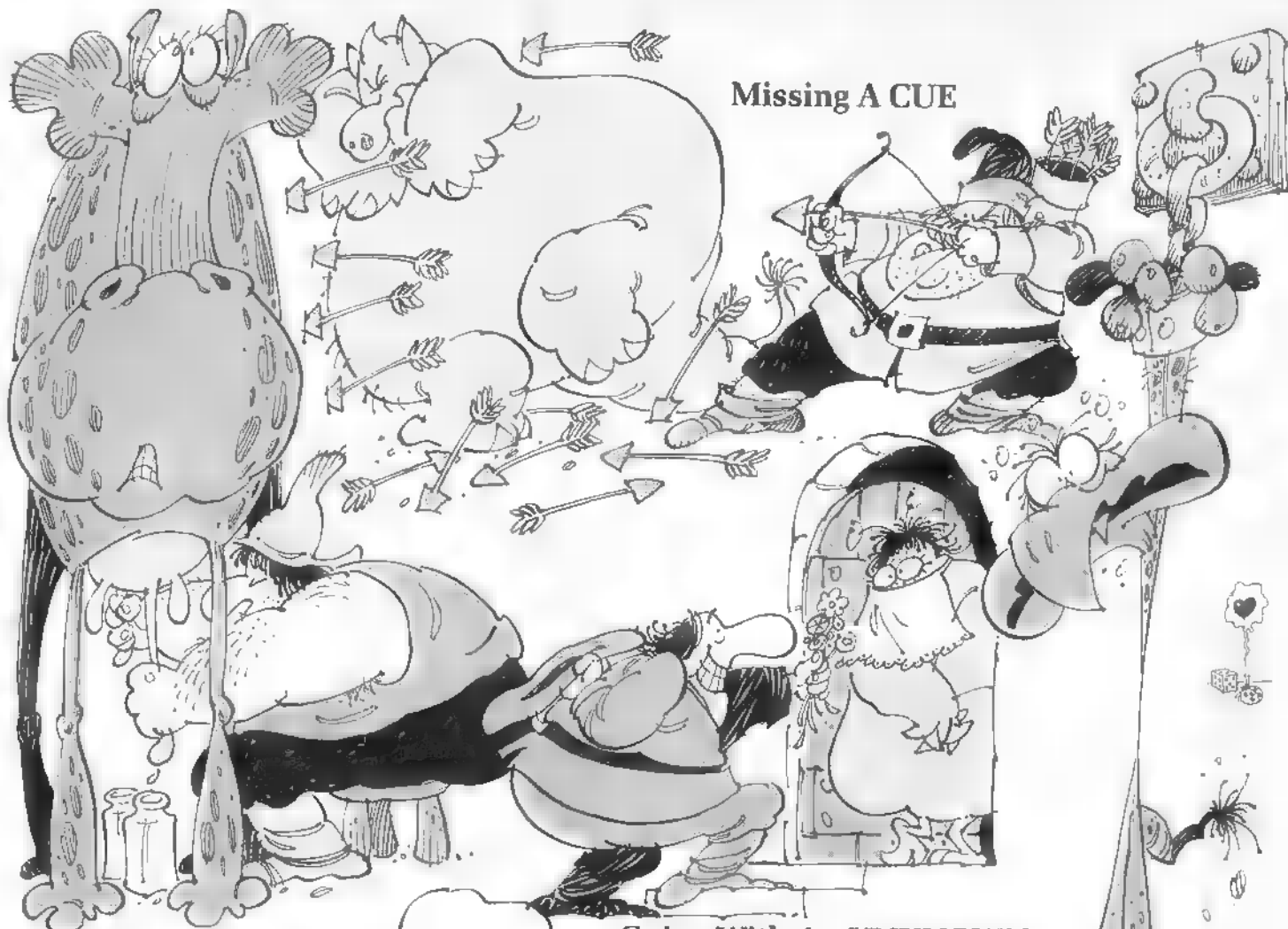
Casting A ROLE



ARTIST: PAUL COKER  
WRITER: FRANK JACOBS



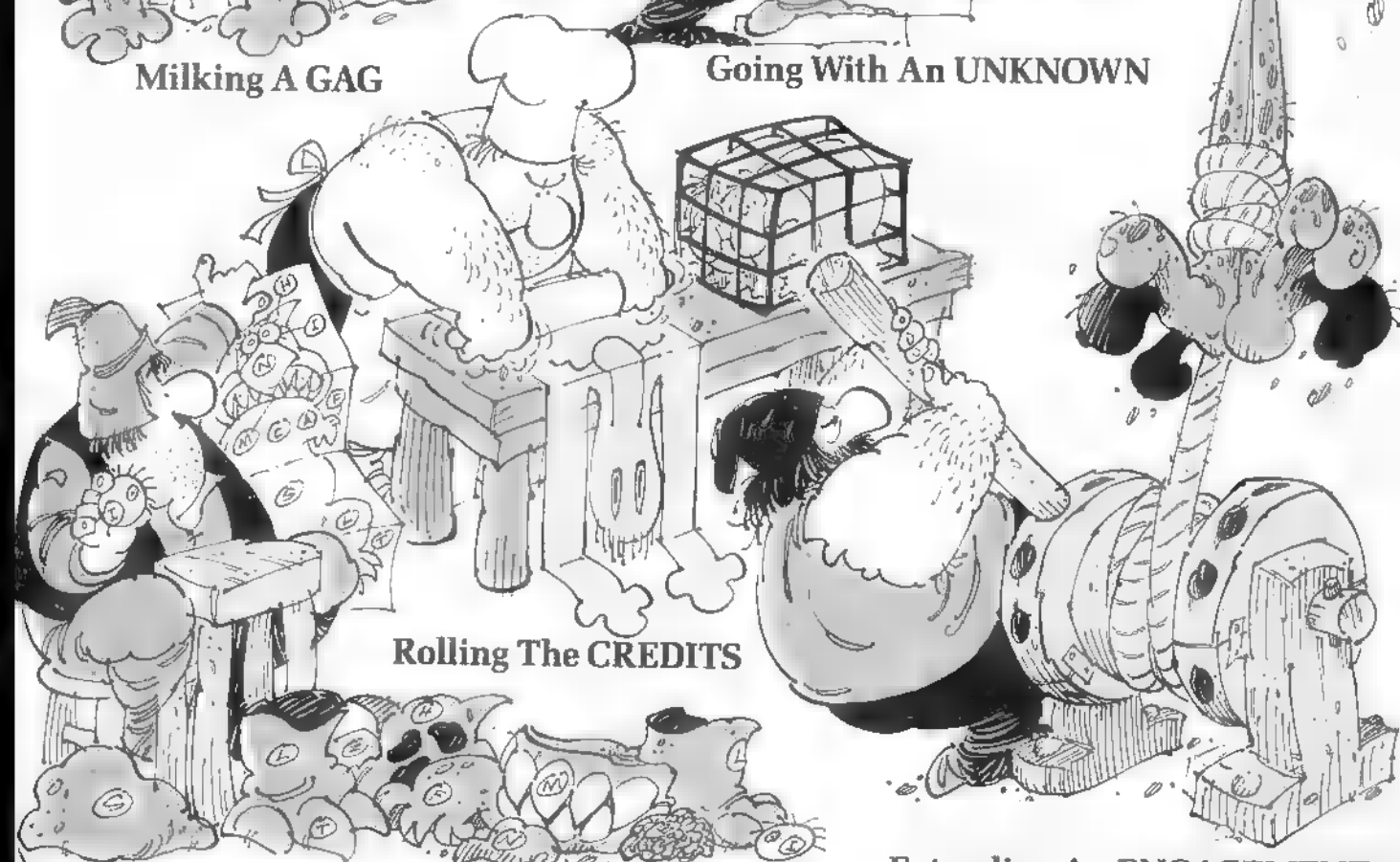




Missing A CUE

Milking A GAG

Going With An UNKNOWN



Rolling The CREDITS

Assembling A CAST

Extending An ENGAGEMENT

# ONE NOT SO FINE DAY IN THE LIFE OF SEYMOUR SCHMENDRICK







The American way is to let people make up their own minds about important things like smoking, without the government butting in.

You say we should have a choice about smoking yet you don't think we should have a choice about things like abortion.

You're on record for huge subsidies for tobacco farmers but against all federal aid for the poor! Senator, there seems to be something wrong with your thinking.

My thinking is right! Far right!



Senator, you've been urging your supporters to buy a controlling interest in CBS. Why do you want a network?

Because during the last election, CBS was anti-Reagan! But Reagan won big!

Yeah, but some brain-washed people voted against him. Why, he even lost one state. Now that's scary!

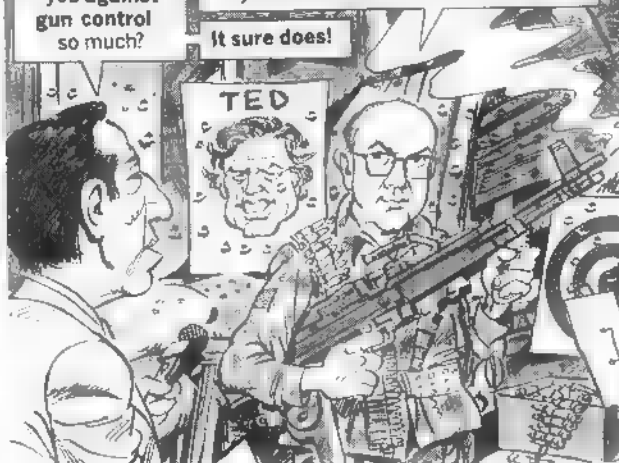
CONSERVATIVE  
BROADCASTING  
SYSTEM



Senator, you're a religious man. You teach Bible school. Why are you against gun control so much?

Mike, ownin' guns and prayin' in school is what America is all about. Our President hisself is against gun control and he was shot! Ah guess that shows you how we on the far right think!

It sure does!



Senator, you're an outspoken opponent of the Equal Rights Amendment. Why is this?

It's like mah daddy said, "A women's place is in the home." Mah good friend Phyllis Shlepley says they never should have given women the right to vote, cause they get all confused by all them handles and stuff in the voting booth. And Mrs. Shlepley is the smartest lady ah happen to know!



Senator, how do you feel about integration?

Ah wish theys intergrate our State University's Basketball team so's we could have some white boys playin'. Sometimes ah wish we were back in those "good old days".

When we had segregation?

No. Slavery!





Ed Badly here in Virginia at the headquarters of Rev. Jerry Wellheeled. Rev., for a man of the cloth, you certainly surround yourself with expensive goodies.

Actually, Ed, I'm a man of simple tastes. But I do like the place to look nice when I talk to God.

Didn't Jesus say that money has no place in religion?

Sure, that was all right for Him to say! What'd He have? Ten or eleven disciples?

Twelve!

Whatever! I got more P.R. guys than that!

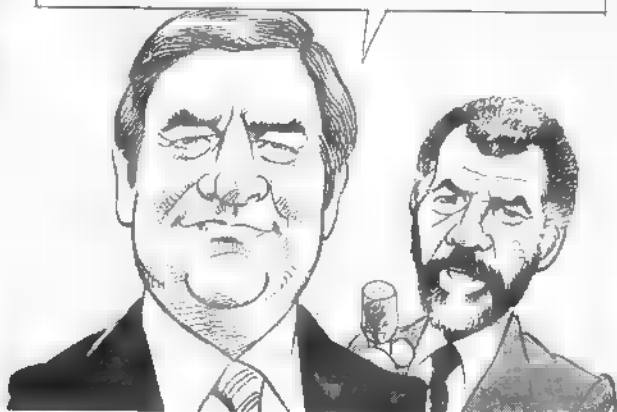


Times have changed! When He gave the Sermon On The Mount, they didn't have TV. He didn't need a makeup man or writers or technicians! Today, everything costs! I have to buy TV time, computers, satellites, wardrobes, all kinds of stuff! But I'm doing all this for the Lord. When the Second Coming takes place, I'm going to let Him use all my facilities, including my private jet and jacuzzi, at no cost!

One thing hasn't changed. God still listens to our prayers! Why, God gave America the Atom Bomb because our scientists prayed every night!

Conservative ministers say God only listens to Christian prayers. Yet many of the men who developed America's nuclear capability were of different religious faiths.

That shows you how benevolent God is. Sometimes He even listens to the prayers of people He don't count.



This is our TV monitoring department. We check out all TV shows for sex, violence, or anything else we consider unsuitable. Then we threaten to boycott the sponsor's products.

I guess you find everything—but Walt Disney objectionable.

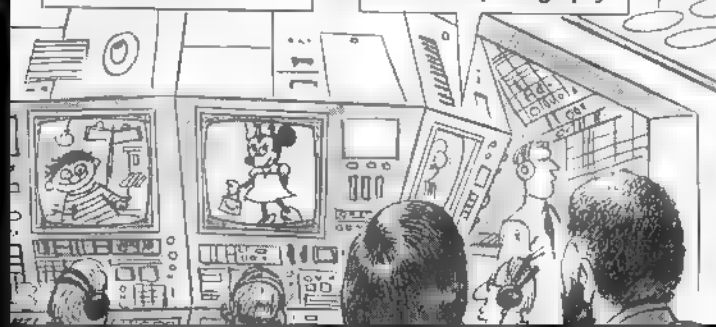
Are you kidding? That man was a pervert! Look at the short skirt Minnie Mouse is wearing! We can't have our children exposed to that sort of pornography!

Do you think it's all right for ministers to use their pulpits to tell people how to vote?

That's not the American way. We never tell them who to vote for, we tell them who to vote against and then they can make up their own minds.

Do you believe in the separation of church and state?

Absolutely! I don't want any government auditors poking their noses in my church's financial records.

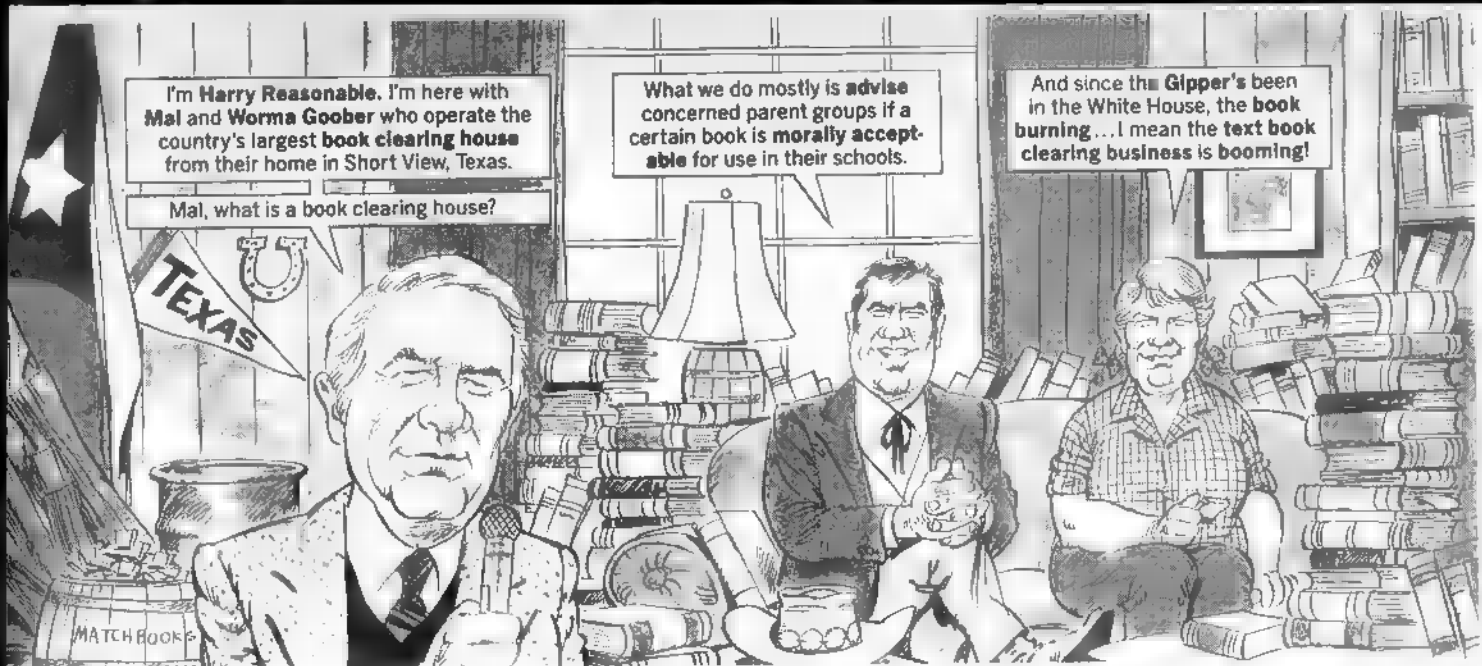


I'm **Harry Reasonable**. I'm here with **Mal** and **Worma Goober** who operate the country's largest book clearing house from their home in **Short View, Texas**.

Mal, what is a book clearing house?

What we do mostly is **advise** concerned parent groups if a certain book is **morally acceptable** for use in their schools.

And since the **Gipper's** been in the White House, the **book burning**... I mean the **text book clearing business** is booming!



What type of things do you find **morally unacceptable**?

Anything negative about **America**—like knockin' **General Custer** and buildin' up those **redskins**!

Or sayin' we **lost** in **Vietnam**. If they paid attention to **Westmoreland's** body count, they'd know we won!

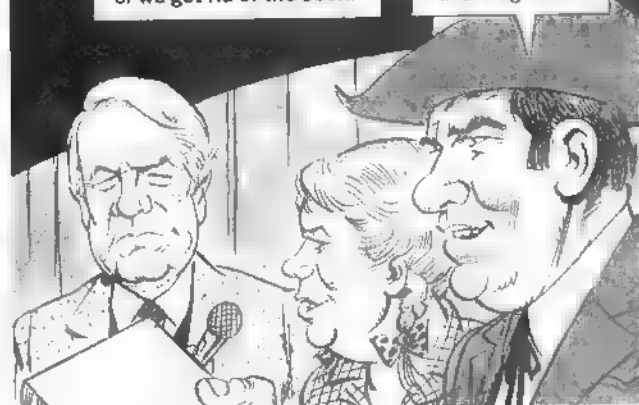


Let's say you find a book **objectionable**. What then?

And the publishers **comply**?

We **advise** the parent group, who tells the school board, who tells the publisher to get rid of the **Commie** stuff or we get rid of the book.

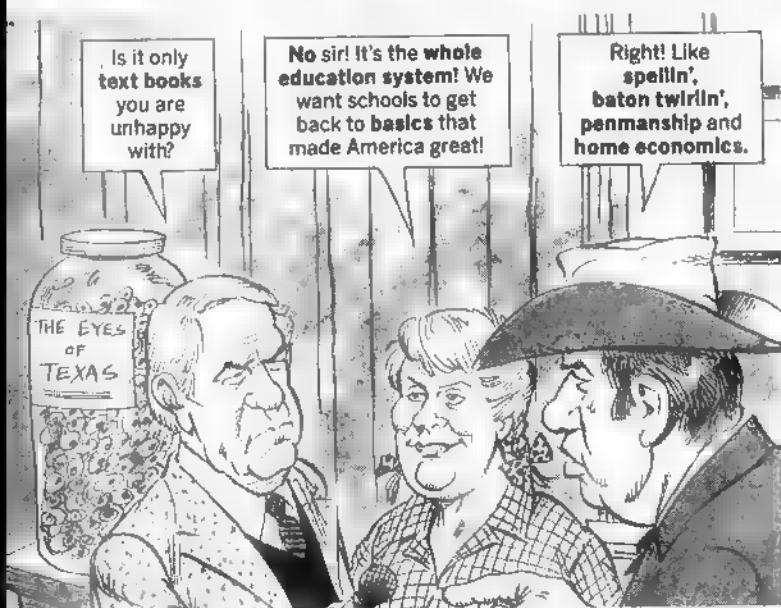
Of course! They have **no choice**! Where they gonna **sell** their book, in a drug store?



Is it only **text books** you are unhappy with?

**No sir!** It's the **whole education system**! We want schools to get back to **basics** that made **America** great!

**Right!** Like **spellin'**, **baton twirlin'**, **penmanship** and **home economics**.



What about courses like **Creative Writing**?

All that **thinkin' and creatin'** stuff is what led our kids into **drugs** and not caring about **important stuff** like **famiy** and whether the school's **football team** wins or loses.





RASIPATI  
HULLADEK  
JATIBET  
TABDID  
YAKATAYA



This is **Diane Sawya** at the fabulous **Panhouse** mansion of publisher **Bob Guccibalonie**. Bob, do you think **freedom of the press** is being threatened by groups from the far right?

You'd better believe it! They're trying to take away our **basic rights**—things that are **precious** to every red-blooded American—**sex, good wine, pornography...**

PANHOUSE  
PET  
OF THE  
MONTH

PROPERTY  
PANHOUSE  
MANSION

FAIL THE  
RABBIT  
TEST  
OR  
ELSE...

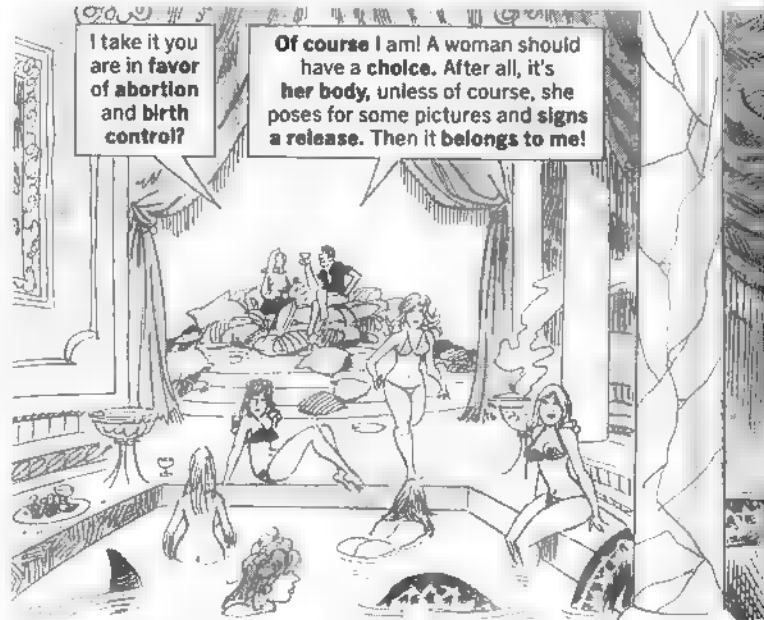


Do you consider yourself a **male chauvinist** since your magazine, **Panhouse**, has been accused of exploiting women?

I'd like to set the record straight. I believe in the **rights of women**. I believe they have the **right to pose** in the buff. And I believe **men** have the right to buy my magazine and slobber all over the pictures.

I take it you are in **favor of abortion and birth control**?

Of course I am! A woman should have a **choice**. After all, it's **her body**, unless of course, she poses for some pictures and signs a release. Then it belongs to me!



Mr. Guccibalonie, I'm **Andy Looney**. Is it true you offered **Liz Taylor** a million bucks to pose in the nude for you?

Yeah, my readers get turned on by **naked celebrities** no matter how fat or old they are.

Well, I'm as **old as Liz**, and we **weigh about the same**, and I'm sort of a **celebrity**, so how much will you pay me to pose for **Panhouse**, Mr. Guccibalonie?

I may like "**kinky**" but I'm not into "**DISGUSTING!**" **HELP!!!**



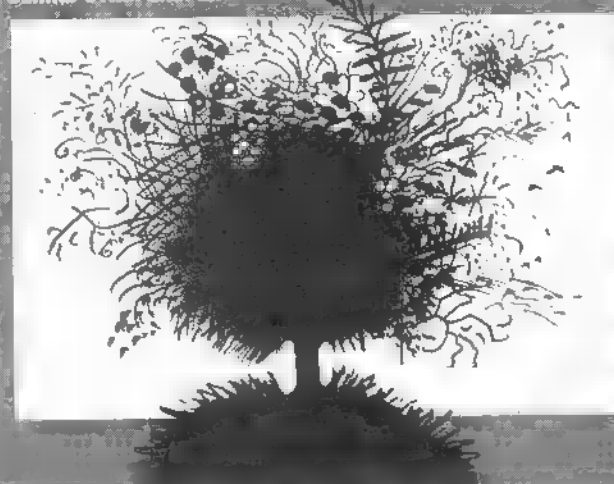
THA...  
THA...  
THAT'S ALL,  
THAT'S ALL,



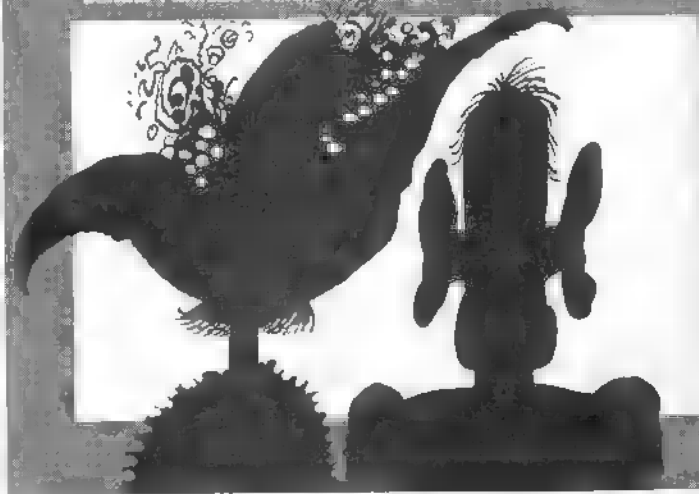
BEHIND THE ODD-BALLS DEPT.

# A FIELD GUIDE FOR SPOT

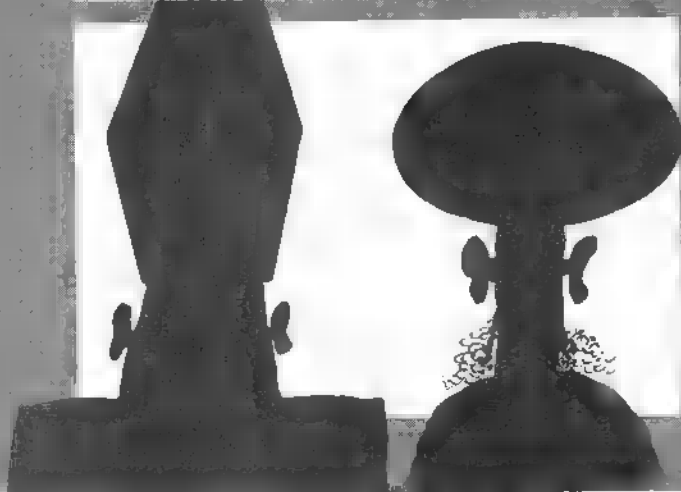
BEHIND CYNTHIA LUTLEY



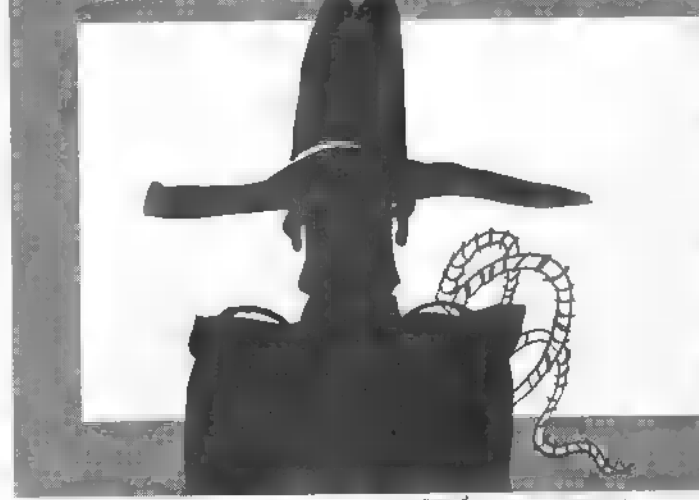
BEHIND PRINCESS SARAH FRANK CARROLL



BEHIND THE POP AND THE BENTON LAY

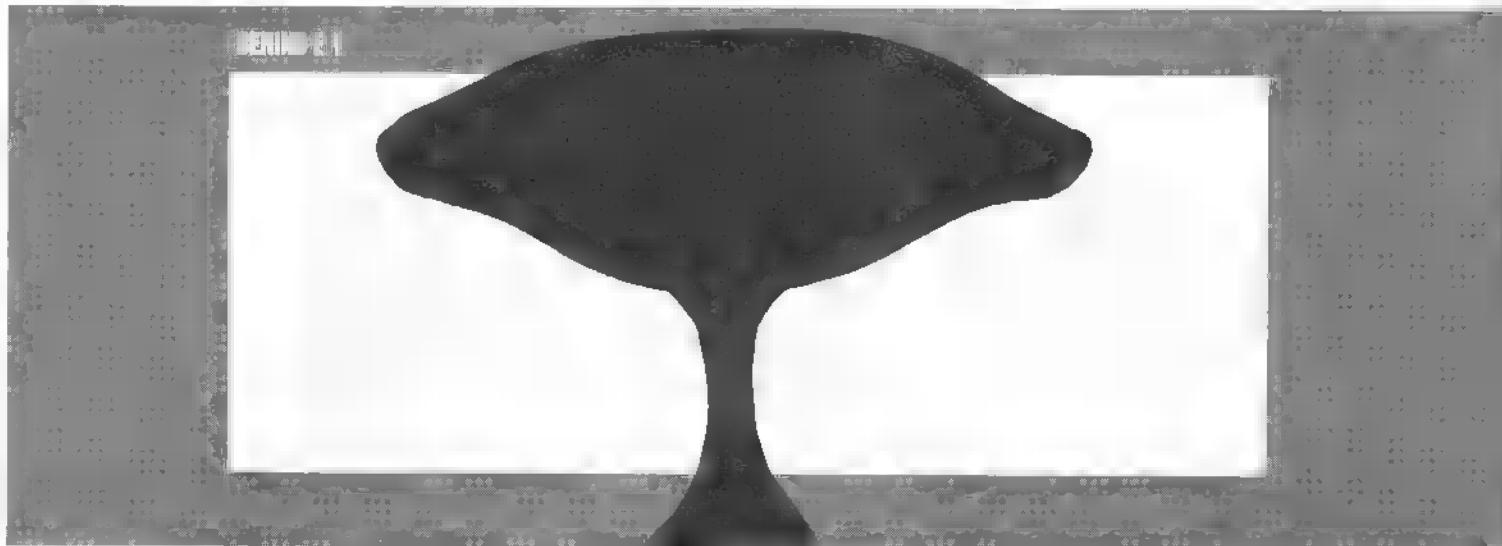


BEHIND HONOLULU JONES



# TING CELEBRITIES AT THE MOVIES

ARTIST AND WRITER: PAUL PETER PORGES



# COMPILING IT ON AND ON DEPT.

It's still selling, that big fat book loaded with irrelevant trivia serving no worthwhile purpose! Which gives MAD an excuse once again to bring you the following relevant trivia serving no worthwhile purpose! A cheap rehash of MAD #225, here is...

# MAD'S REALLY RELEVANT BOOK OF LISTS VOLUME 2

WRITER: FRANK JACOBS

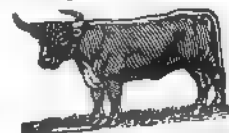
## 8 COMMENTS THAT INDICATE YOU'VE LIFE IS NOT GOING THE WAY YOU'VE LIKE IT TO

1. "We'll appeal."
2. "If only we'd treated it earlier."
3. "Mr. Fazio and two large gentlemen insist on talking to you privately about a financial matter."
4. "Beat four jacks."
5. "So you'll learn to write left-handed."
6. "A lot of men have started over at 60."
7. "And I thought he was your best friend."
8. "Just don't try lifting anything heavy."



## 10 STATEMENTS INSPIRING THE LEAST CONFIDENCE

1. "Billy's back!"
2. "Let the U.N. handle it."
3. "Arafat has given his guarantee."
4. "It's a brand-new ABC season!"
5. "Coppola's putting his own money in it."
6. "Let's go, Cubs!"
7. "Reagan's assured us Congress will go along."
8. "He's got the De Lorean touch."
9. "Liz says this time it's for keeps."
10. "It s says so right here in The National Enquirer."



## THE 9 FAVORITE EXPRESSIONS USED BY INSURANCE ADJUSTORS

1. "Ordinarily, you'd be covered."
2. "You didn't read the Deductible Clause."
3. "It doesn't cover you away from home."
4. "It only covers you away from home."
5. "Except for the exclusions, your policy is all inclusive."
6. "Your policy covers *him*, not you."
7. "His policy covers *him*, not you."
8. "In the future, you might want to improve your coverage."
9. "If... God forbid..."



### 7 OFFERS OF ASSISTANCE WE'D RATHER NOT HEAR

1. "Can I get you an air-sickness bag?"
2. "I'll ask my doctor. He knows all about herpes."
3. "You won't talk? Let's see if we can help you remember."
4. "Jim, here, will show you around the asylum."
5. "You'll be able to see once I wipe off the blood."
6. "We'll pry you out of there if it takes all night."
7. "Lie on your stomach so I can remove the rest of the quills."



### 10 JUNK-MAIL "OPENERs" THAT REQUIRE NO FURTHER READING

1. "This is the most important letter you will ever receive."
2. "Would you spend \$1 a week to have a perfect sex life?"
3. "Now the secrets of the ancient Sardinians can be yours!"
4. "When was the last time you won BIG at the race-track?"
5. "We're sending you FREE this authentic Peruvian good-luck charm!"
6. "Give me 15 minutes a day and I'll show you how to conquer the Universe!"
7. "Don't read this unless you'd like to make up to \$5,000 a week in your spare time!"
8. "NOW—you can relive your past lives!"
9. "Civilizations in outer space are waiting to hear from you!"
10. "How can YOU profit from the coming world catastrophe?"



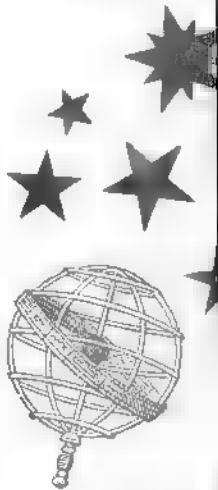
### 7 UNIQUE WAYS TO TEST YOUR COURAGE

1. Entering a mosque in Mecca wearing a skullcap and singing "Hatikvah."
2. Heckling Frank Sinatra.
3. Leading a Gay Rights march through a crowd of out-of-work Pittsburgh steel-workers.
4. Camping out overnight in Beirut.
5. Doing your "Godfather" imitation in a restaurant in New York's "Little Italy."
6. Toasting the Queen in a Belfast pub.
7. Sampling roadside food in Mexico.



### THE 10 LEAST BELIEVABLE PROPHECIES

1. "The place will be crawling with great-looking girls."
2. "When it says empty, there's always a couple of gallons left."
3. "Counting drinks and tip, you'll pay \$30 tops."
4. "It won't feel cold once you dive in."
5. "I'll send your waiter right over."
6. "They'll feel wonderful once you break them in."
7. "We're bringing it in under budget."
8. "You can assemble it yourself in minutes."
9. "You'll housebreak him in no time."
10. "I do."

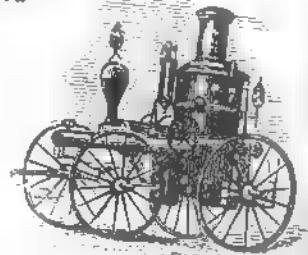


### THE 9 LEAST EARTH-SHAKING HEADLINES

1. MID-EAST TALKS STALL
2. ROCK STAR IN DRUG BUST
3. TEAMSTER BOSS INDICTED
4. McENROE BLASTS OFFICIATING
5. MOBSTER FOUND SLAIN
6. PRINCESS DI SNUBS PHOTOG
7. SNAGS DELAY SPACE LAUNCH
8. POSTAL RATE HIKE EXPECTED
9. REAGAN SEES UPTURN

### THE 6 MOST EFFECTIVE COP-OUTS AS TO WHY YOUR CAR IS STILL IN THE SHOP

1. "The job's done, but when we road-tested it, we heard something we didn't like."
2. "Our transmission man is out with the flu."
3. "One of our mechanics misplaced your worksheet."
4. "We have to order the part."
5. "We're still waiting for the part."
6. "They sent the wrong part."





*Do you remember when your family would go on those long boring car trips? And do you remember how your Mother would try to keep you kids entertained with "Auto Bingo"... that stupid little game with the cows and stop signs, etc.? Well, what we have here is a similar game for another boring activity kids have to do with their parents. Here's*

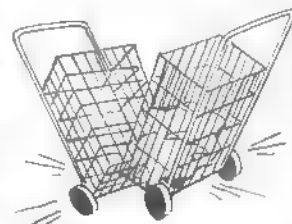
# LAUNDROMAT BINGO

ARTIST: BOB CLARKE

WRITER: RURIK TYLER



OVER-LOADED MACHINE



TANGLED CARTS



ADVICE-SEEKER



TV ADDICT



TANGLED CLOTHES



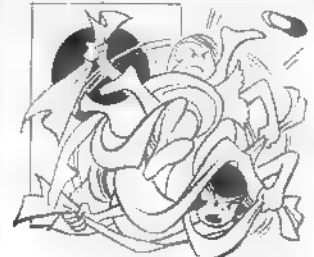
**QUARTER CHASER**



**QUARTER EATER**



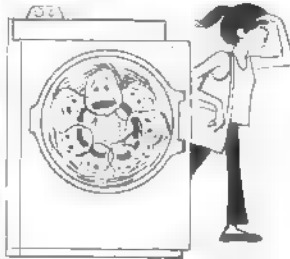
**SHRUNKEN CLOTHES**



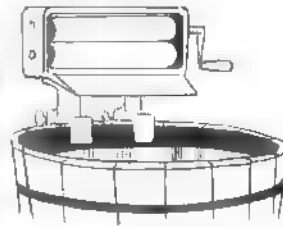
**FIGHT OVER DRYER**



**DISGUSTING CHILD**



**MISSING CHILD**



**OLD MACHINES**



**NEW MACHINES**

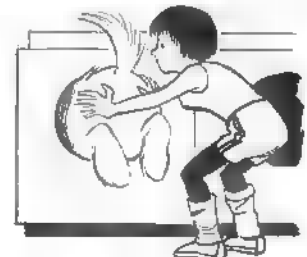


**CLOTHES-FOLDER**

**FREE  
SPACE**



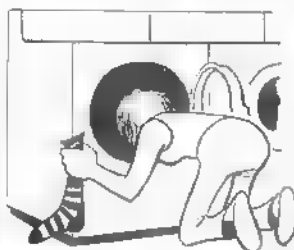
**RUG WASHER**



**PET WASHER**



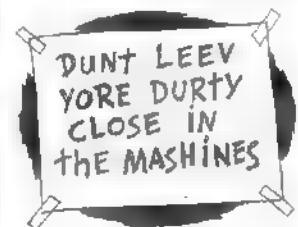
**LEAKS**



**LOST SOCK**



**OVERFLOWING  
GARBAGE CAN**



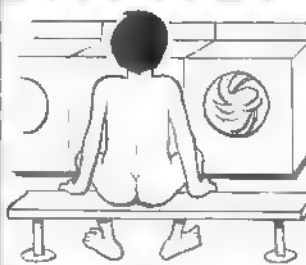
**MISSPELLED SIGN**



**WATERBUG**



**LIGHT WATCHER**

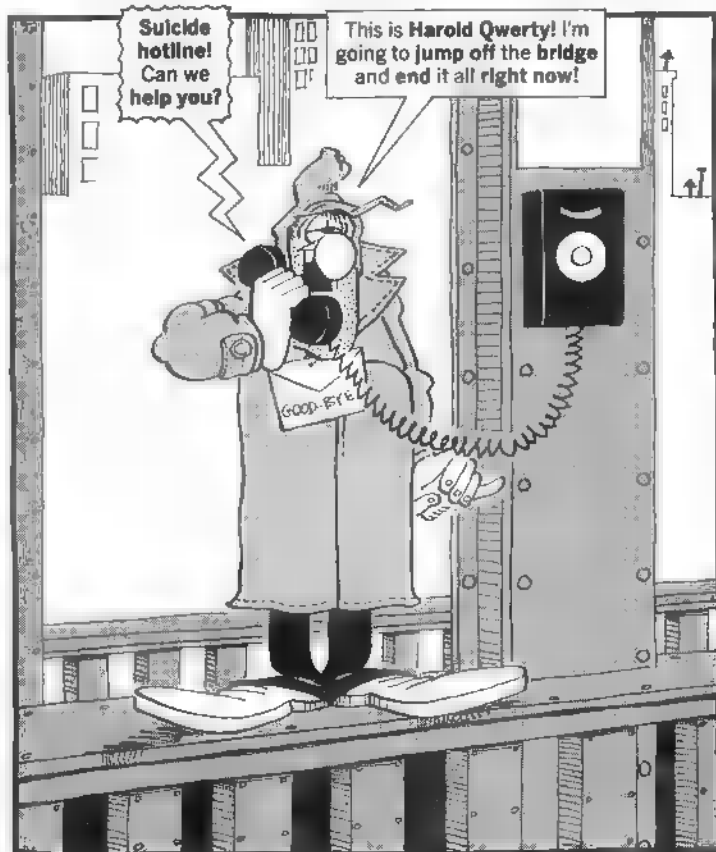
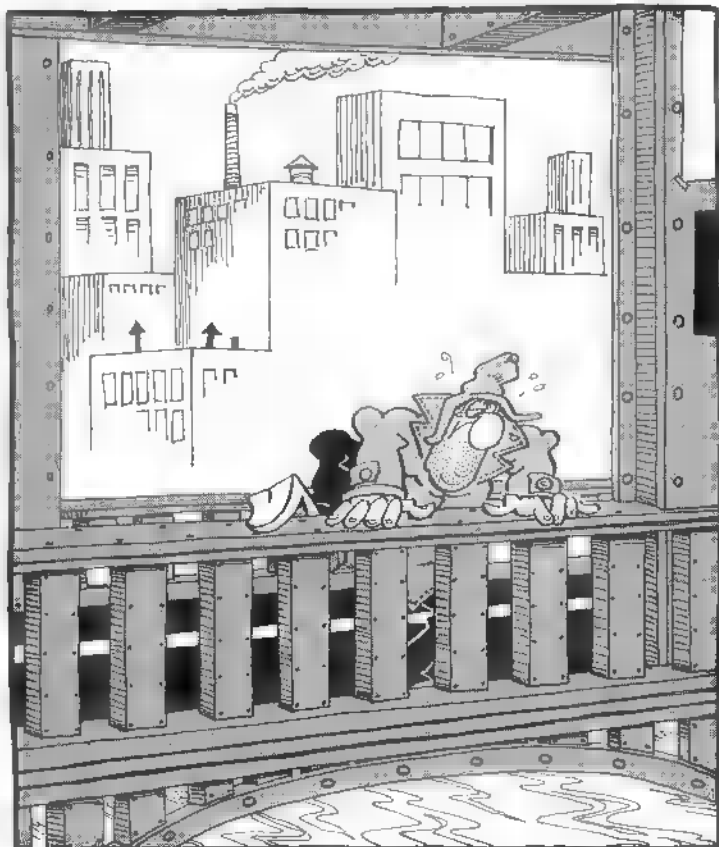


**LAST MINUTE WASHER**



**WET SPOT**

# ONE NOT SO FINE DAY IN THE LIFE OF HAROLD QWERTY



NO POOL LIKE AN OLD POOL DEPT.

Here's a film that should appeal to septuagenarians of all ages. It's called ...

# KOOKOON

Do you like it here in St. Petersburg?

Sure! It's much better than having fun!

Harry is pretty cocky since he came out of retirement and got that new job!

What does he do?

He's the poster boy for irregularity!

Can I get you a cookie, Honey?

Thank you, Sweetie!

Isn't that lovely! He still calls her Honey and she still calls him Sweetie!

That's because they can't remember each other's names!

STATION SANDS...

BRAN ST. LANA LIVE NU

GERI-TOL BOOTH

Mrs. Adler is getting pretty trendy! Look at her legs! She's got designer VEINS!

Exercise class has done wonders for Walter!

Yeah, he got rid of his pot belly and replaced it with a hernia!

WRITER: ARNIE KOGEN

ARTIST: MORT DRUCKER

We really should stop sneaking into this abandoned mansion!

I like the risk! It's our only excitement!

Oops! I better be careful! I'm at the age where my back goes out more than I do!

Swimming is terrific exercise!

I'm exhausted! What I could go for now is a nice brisk NAPI!

We'd like to rent your boat for 27 days. We'll pay you handsomely!

Wow! What a welcome change! Finally... some decent, responsible, non-flakes!

And here's your money... 80,000 FERNFS!



What are those weird looking shells?

Let's just say we're researchers for Mrs. Paul's and we're test marketing a huge new "fish stick."

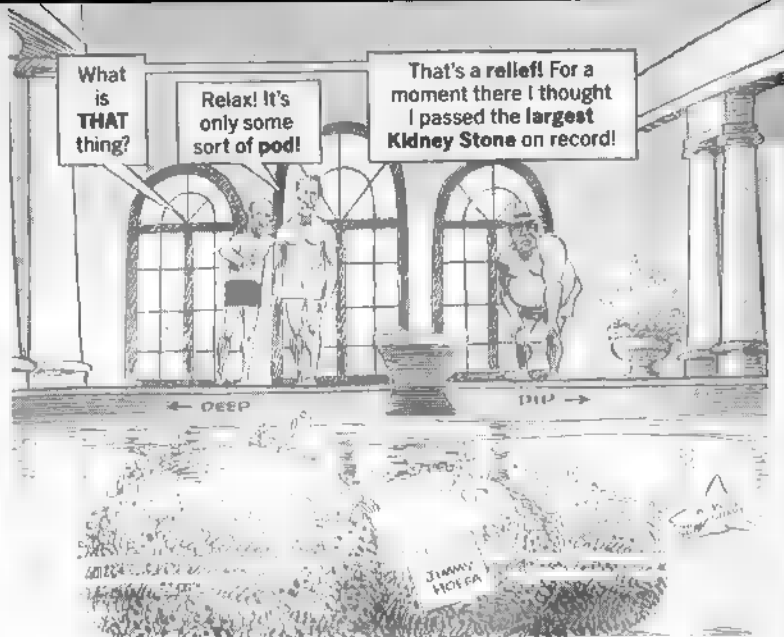
Okay, I've got a boat full of wackos! But the chick is built like Raquel Welch, so who cares!



What is THAT thing?

Relax! It's only some sort of pod!

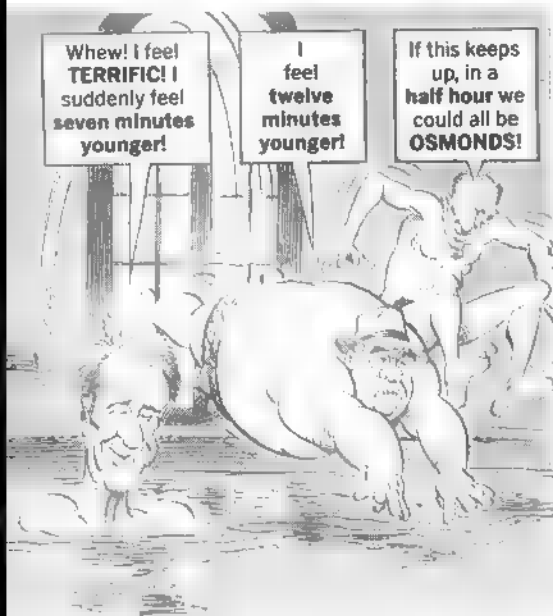
That's a relief! For a moment there I thought I passed the largest Kidney Stone on record!



Whew! I feel TERRIFIC! I suddenly feel seven minutes younger!

I feel twelve minutes younger!

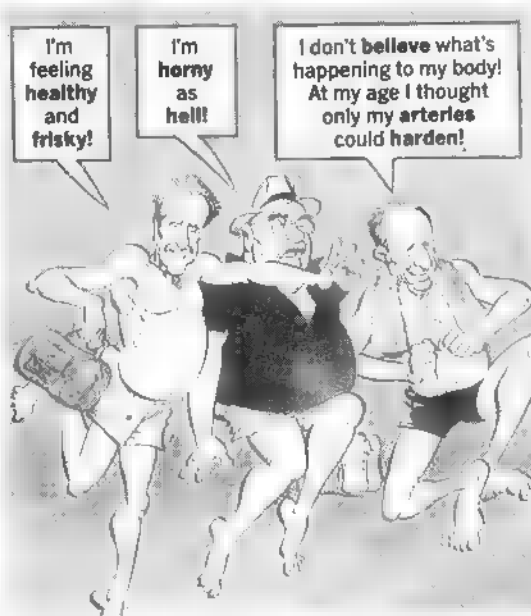
If this keeps up, in a half hour we could all be OSMONDS!



I'm feeling healthy and frisky!

I'm horny as hell!

I don't believe what's happening to my body! At my age I thought only my arteries could harden!



Let's do it!

Do what?

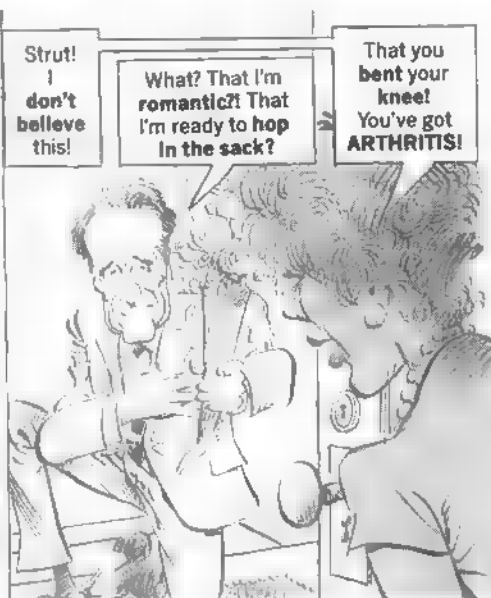
Don't confuse me! It's been a long time!



Strut! I don't believe this!

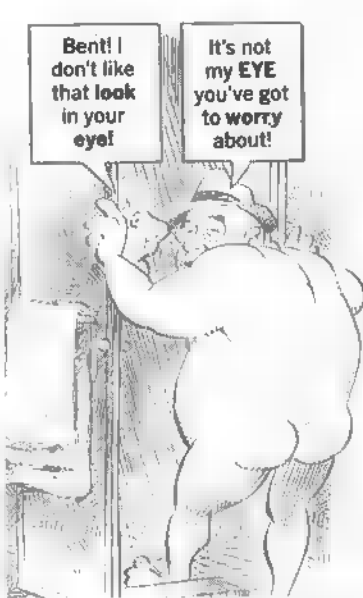
What? That I'm romantic? That I'm ready to hop in the sack?

That you bent your knee! You've got ARTHRITIS!



Bent! I don't like that look in your eye!

It's not my EYE you've got to worry about!

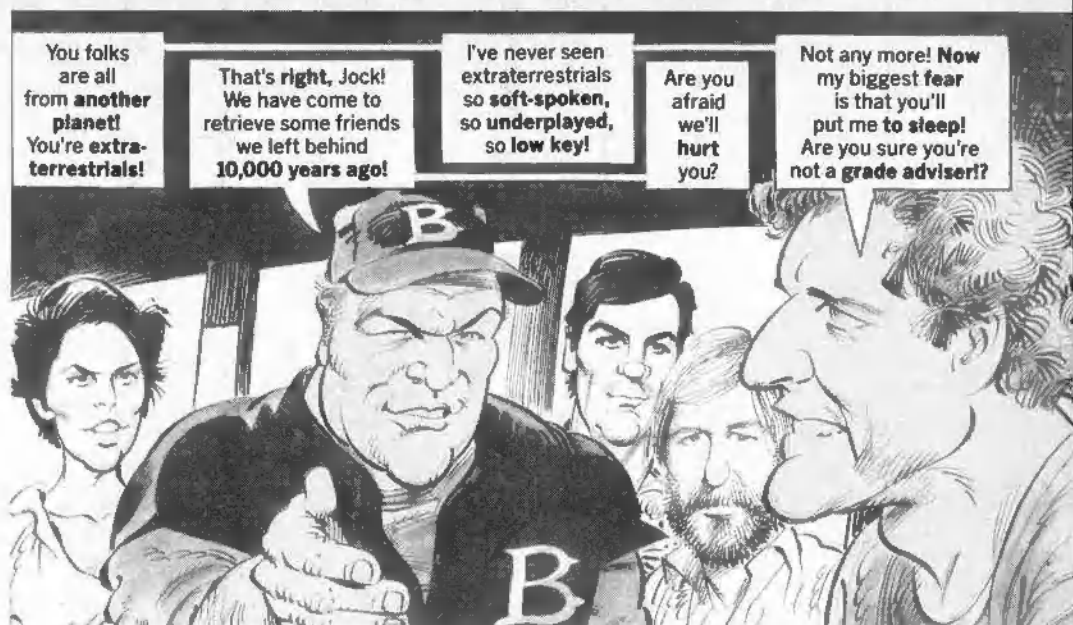


Hey, old geezers aren't the only ones that are horny! I'm gonna watch this chick take ■ off!





Holy #\$\$\$&#! When I said "take it off" I didn't mean her face!



You folks are all from **another planet!** You're **extra-terrestrials!**

That's right, Jock! We have come to retrieve some friends we left behind **10,000 years ago!**

I've never seen **extraterrestrials** so **soft-spoken**, so **underplayed**, so **low key!**

Are you afraid we'll **hurt** you?

Not any more! Now my biggest fear is that you'll put me to **sleep!** Are you sure you're not a **grade adviser!**?

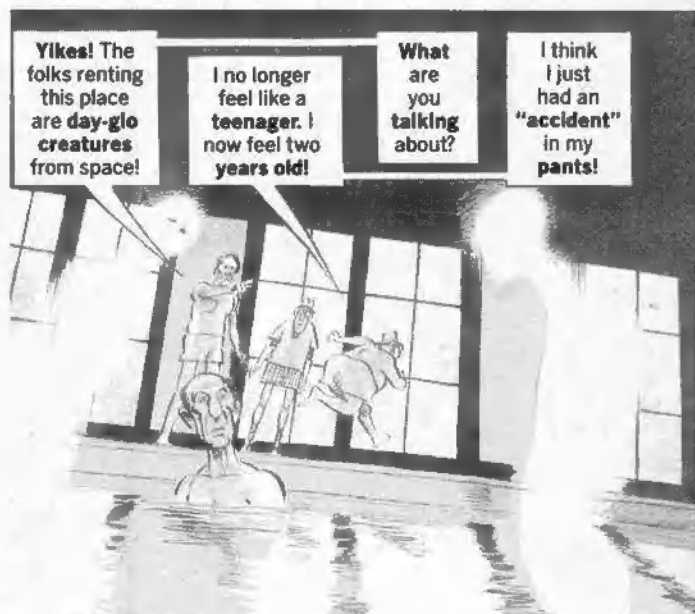


Come on, Barney, don't be so stubborn! Jump in!

No! It's wrong! I want to grow old **NATURALLY!**

But you'll feel like a **teenager!** We all do!

Being a teenager is not all that **terrific.** Do you guys realize you're starting to get **zits?!**

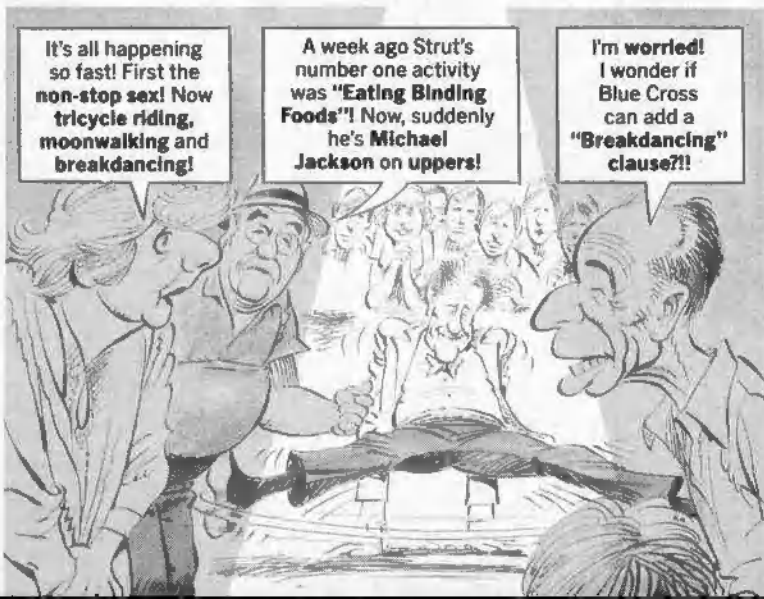


Yikes! The folks renting this place are **day-glo creatures** from space!

I no longer feel like a **teenager.** I now feel **two years old!**

What are you talking about?

I think I just had an **"accident"** in my pants!



It's all happening so fast! First the **non-stop sex!** Now **tricycle riding**, **moonwalking** and **breakdancing!**

A week ago Strut's number one activity was **"Eating Binding Foods!"** Now, suddenly he's **Michael Jackson** on uppers!

I'm worried! I wonder if Blue Cross can add a **"Breakdancing"** clause?!!



Mr. Finneky, I can't **believe** this! Your cancer is in remission and you've go the body of a **twenty year old!**

And **HERE** she is! I warned you, Moe...! Extra **terrestrial** involvement, yes! Extra **MARITAL** involvement, **NO!**

The secret is out! They've discovered our Fountain of Youth!

It's rejuvenation mania! Every oldster in the nursing home wants to be eighteen again!

It's a madhouse! What began as a tender, charming film has turned into PORKY'S... PART FOUR!

Get out...! All of you...! You're trespassing!

So what if you ruined 10,000 years of work and killed a cocoon! I never carry a grudge! You and 30 of your friends can travel in space with us. You'll never get sick. Never get any older, never die. Eternal life!

What's the weather like up there?

On second thought, let me reconsider my offer!

WHAT?

What about luggage?

is outer space dressy or casual?

Can I bring dramamine?

Timmy, grandpa's thinking about going away to a far away place for a long time. But I'm not sure because I'll miss you... and some other things here on earth.

Y'mean like Cyndi Lauper videos and cheese whiz and punk haircuts and fabric softeners and Phil Donahue and...

Excuse me! I better hurry and pack!

Look...! It's "Close Encounters" meets "The Over The Hill Gang!"

BEWARE OF THE IZODS

Here's a pile of money. Thanks for your help and use of your boat!

Wait, maybe I should go with you! I'm in big trouble with the Coast Guard. They think I'm responsible for the deaths of 30 old people!

Stop worrying! We've been on earth long enough to see that a pile of money can buy you out of any trouble that you're in!

This is it! The ultimate happy ending! IMMORTALITY!

You call this HAPPY! Do you realize the message of this film? There's absolutely NO HOPE for old people on earth unless they happen to meet extraterrestrials!

And DULL extraterrestrials at that! My God! This really COULD be an ETERNITY!

TERRESTRIALS EARLY BIRD SPECIAL

ENTER

INFINITE



**HOW DID  
THIS YEAR'S  
BIGGEST  
PRODUCT  
PROMOTION  
END UP?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

A great big expensive publicity campaign was launched by MADison Avenue this year. To find out what happened, fold page in as shown.



**FOLD PAGE OVER LIKE THIS!**

**A▶**

**FOLD THIS SECTION OVER LEFT**

**◀B FOLD BACK SO "A" MEETS "B"**



ARTIST AND WRITER:  
AL JAFFEE

INTRODUCING A NEW PRODUCT IS AN EXTRAVAGANT  
FINANCIAL INVESTMENT. THE PUBLIC IS OFTEN DAZZLED  
BY THE METHODS USED TO BRING ALL THIS ABOUT

**A▶**

**◀B**



